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Bert Rosenbloom\*, Trina Larsen Marketing Department, Drexel University, 32nd And Chestnut Streets, Philadelphia, PA 19104, USA Received 1 May 2001; Received In Revised Form 18 September 2001; Accepted 23 October 2001 Abstract As Business-to-business Marketing Channels Become More International In Scope, Communication In Channels Occurs Among A More Jan 10th, 2024

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### **Introduction To International Business (IBUS 201) Syllabus ...**

GB Hill, Global Business Today, 6th Edition, McGraw-Hill Companies, 2008 GM Keegan, Green, Global Marketing 5th Edition, Prentice Hall, 2007 GP Freud, Group Psychology And The Analysis Of The Ego, Norton, 1974 GS Inkpen, Ramaswamy, Global Strategy: Creating And Sustaining Advantage, Oxford U. Press, 2005 May 4th, 2024

### **INTRODUCTION TO INTERNATIONAL BUSINESS**

• Hill, C.W.L., (2008) Global Business Today, 6th Edition – This Is Available For Purchase At The University Bookshop. 5 Other References - TEXTBOOKS • Cavusgil, S. Tamer, (2008) International Business : Strategy, Management, And The Feb 21th, 2024

### **Chapter 1 Introduction To International Business**

International Business: Strategy, Management, And The New Realities Importing Or Global Sourcing Procurement Of Products Or Services From Suppliers Located Abroad For Consumption In The Home Country Or A Third Country. International Business: Strategy, Management, And The New Realities International Investment Apr 14th, 2024

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