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Materials: The Wall Street Journal; USA Today. Background and Course Objectives: In the last several decades, the world has seen a dramatic surge in international trade and the globalization of business activity. No longer are the General Motors, IBM and Fords of the world MKTG, 8th edition by Lamb, Hair and McDaniel The Wall ... - Charles W. Lamb M.J. Neeley School of Business Texas Christian University Joseph F. Hair, Jr. Department of Marketing Kennesaw State University Carl McDaniel Chair, Department of Marketing ... Student Edition ISBN 13: 978-0-324-65620-6 Student Edition ISBN 10: 0-324-65620-3 South-Western Cengage Learning 56203 00 fm pi-xxx - Cengage -

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