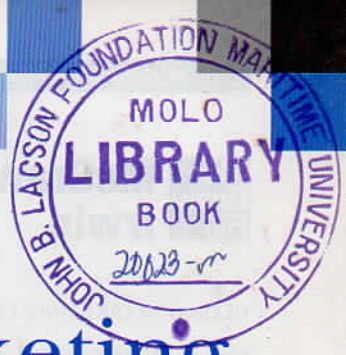


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M c G R A W - H I L L I N T E R N A T I O N A L E D I T I O N





Global Marketing

CONTEMPORARY THEORY, PRACTICE, AND CASES

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**McGraw-Hill
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