
International Marketing A Strategic Approach To World Markets

successful strategic alliances with international partners ... - successful strategic alliances with international partners 233 biographical notes: van r. wood (phd) is a professor of international marketing and the philip morris endowed chair in international business **the strategic role of product management - pragmatic marketing** - the strategic role of product management how a market-driven focus leads companies to build products people want to buy 2 about pragmatic marketing **international marketing strategy of design-driven companies** - international marketing strategy of design-driven companies tatiana lishchenko 1 i, meng-dar shieh 2 and kuo-hsiang chen 3 1 ph.d. student at institute of creative industry design, national cheng kung university, taiwan, roc. 2 associate professor at institute of creative industry design, national cheng kung university, taiwan, roc. 3 professor at institute of creative industry design ... **corporate reputation as a strategic asset** - international journal of business and social science vol. 4 no. 2; 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