

Librería
Bonilla y Asociados
desde 1950



Título: International Marketing. Analysis And Strategy

Autor: Onkvisit Sak/ Shaw John

Precio: \$1013.00

Editorial:

Año: 2004

Tema:

Edición: 4ª

Sinopsis

ISBN: 9780415311335

The main aim of International Marketing, is to provide solid foundations that are useful for explanation, prediction and control of international business activities.