

Big Business Blunders: Mistakes In Multinational Marketing

by David A Ricks

Big business blunders : mistakes in multinational marketing. Author/Creator: Ricks, David A. Language: English. Imprint: Homewood, Ill. : Dow Jones-Irwin, International Business Scholarship: AIB Fellows on the First 50 . - Google Books Result Holdings: Big business blunders : Globalization of Consumer Markets: Structures and Strategies - Google Books Result ISBN, 0-87094-290-5 (pbk.) ????????, Ricks, David A. ??????????, Big business blunders : mistakes in multinational marketing / David A. Ricks. ??????????, Homewood Dynamics of International Advertising: Theoretical and Practical . - Google Books Result Big Business Blunders: Mistakes in Multinational Marketing, Richard D.Irwin, 1983. (Also published by Dow Jones-Irwin in 1983). Favorably reviewed in many Big Business Blunders: Mistakes in Multinational Marketing - David . Big Business Blunders: Mistakes in Multinational Marketing by David .

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