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Svend Hollensen is Associate Professor of International Marketing at the University of Southern Denmark and has worked as a marketing consultant for several international companies and organizations. As well as this book, he is the author of other Pearson texts, including Marketing Management and Essentials of Global Marketing.

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Svend Hollensen writes with real authority and insight having been involved in global marketing both as a manager and academic. His book provides a framework within which managers can develop their own approach to overseas markets, and is illustrated with cases and insights that aid understanding. Professor Roger Palmer, Head of the School of Management, Henley Business School, UK . About the ...

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Svend Hollensen is Ph.D. (Dr.) and Associate Professor of International Marketing at University of Southern Denmark (Sønderborg).

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