

Internationalisation of the Hess AG (Paperback) - Common



Project Report from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: 1,0, Anglia Ruskin University (Ashcroft International Business School, Cambridge), course: International Marketing Strategies, language: English, comment: Aufgabe: You are to introduce a B2B brand sold in one named country into another named c...

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