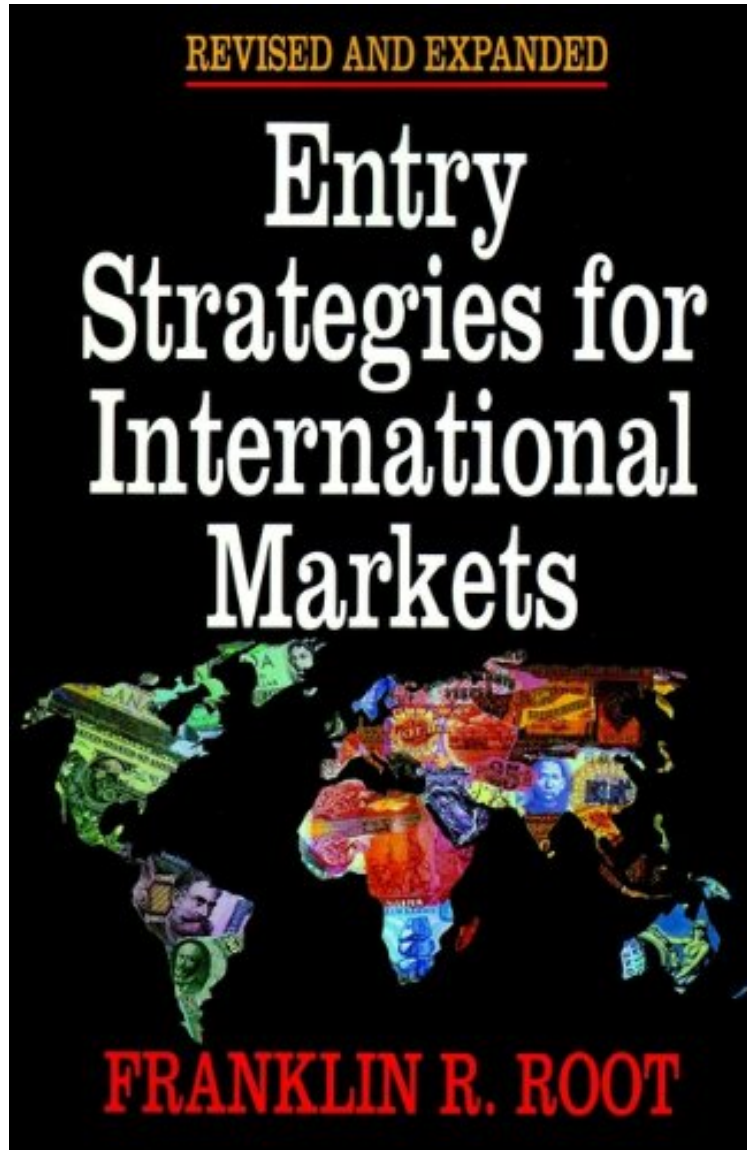


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Entry Strategies for International Markets

Franklin R. Root

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CONTRACTOR, Rutgers University "Breakthrough advice for international executives. Loaded with useful examples. Must reading."mdash;DAVIDA. HEENAN, President and CEO, Thea. H. Davies Co., Ltd. About the Author FRANKLIN R. ROOT is professor emeritus of international management at the University of Pennsylvania's Wharton School of Business and past president of the Academy of International Business and of the International Trade and Finance Association. He also does extensive consulting work for businesses and government agencies throughout the United States and around the world.