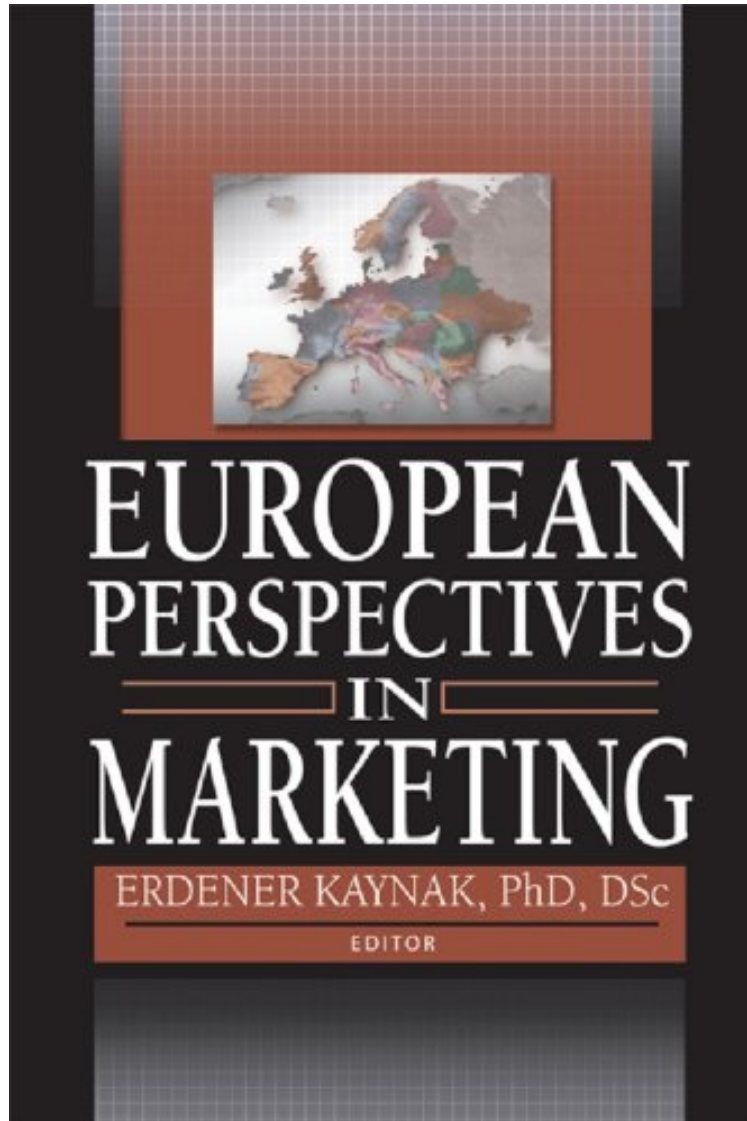


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Erdener Kaynak

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Improve your grasp of contemporary European marketing issues with these fascinating case studies and analyses! From the editor: Europe is not a homogenous mass market. It is rather a heterogeneous market with substantial regional, country, and individual market differences. There are three major sub-markets: European Union (EU) countries,

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