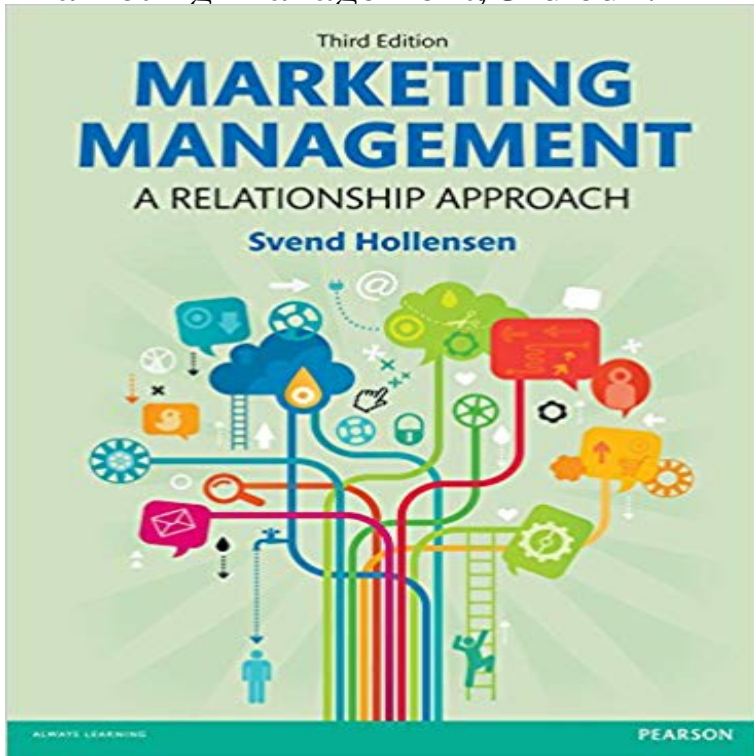


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Marketing at the University of Southern Denmark and has worked as a marketing consultant for several international companies and organisations. His other Pearson Education books include among others Global Marketing, Sixth Edition, also published in 2014.

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