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Dr. Richard Fletcher holds the Chair of Marketing and International Business at the University of Western Sydney. Dr. Linden Brown is Adjunct Professor of Marketing and Director of the Market Strategy and Information Technology (MSAT) Group at the University of Technology, Sydney, Australia.

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Fletcher, R & Crawford, H 2016, International marketing: an Asia Pacific perspective, 7th edn, Pearson Australia, Frenchs Forest, NSW. Prerequisite(s)

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