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# Global Marketing Keegan

**svend hollensen global marketing** - hollensen: global marketing, 5th edition, © pearson education limited 2011 slide 8.2 learning objectives (1) define international market selection and **integrated communications** - **bradley osborn . com** - 1 1 introduction integrated communications (ic) or integrated marketing communications (imc) are those messages dispatched to, and received from myriad stakeholder groups or vested **cowspiracy: the sustainability secret discussion guide** - film themes when kip andersen learns that animal agriculture and human consumption of meat and dairy is one of the leading contributors to climate change, he uncovers an issue with immense ramifications. **measuring the added value of corporate real estate management** - 3 firm must develop strategies for the functional areas such as human resources, information technology, finance, and real estate that follow from and support the general business strategy.

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