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***marketing strategies to prevailing market conditions. Most of the 50 articles are new to the third edition and all are by recognized international experts. They have been carefully edited into an integrated framework to guide and stimulate the reader and fully reflect***

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***the rapidly changing world marketing environment. The objective is to help the reader define the problems he or she is likely to encounter in international marketing, bearing in mind that defining the problem is the single most important prerequisite to***

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***solving it. The present collection is designed to meet the need of both executives and students for impulses to stimulate their own thinking. It enables the reader to make his or her own diagnosis of differences and similarities in marketing structures around the***

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***Marketing and Management"***  
***focused on the description and***  
***applications of many quantitative***  
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***topics ranged from fuzzy logic and***  
***logical discriminant models to***  
***growth models and k-clique***



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***models. The second edition follows the thread of the first one by covering a myriad of techniques and applications in the areas of statistical, computer, mathematical as well as other novel nomothetic methods. It greatly reinforces the areas of computer, mathematical***

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***and other modeling tools that are designed to bring a level of awareness and knowledge among academics and researchers in marketing and management, so that there is an increase in the application of these new approaches that will be embedded***

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is performed in emerging  
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of multi-cultural  
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business upside down. It forced the*

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*closure of many businesses,  
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created fear about face-to-face  
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many countries created uncertainty  
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