

global marketing management

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Offered through BU MET's Department of Administrative Sciences, the MS in Global Marketing Management core curriculum provides a solid academic foundation in global marketing management

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Title: Global marketing management / Masaaki Kotabe, Kristian Helsen, Author: Kotabe, Masaaki|Helsen, Kristian, Publisher:New Jersey : Wiley, 2011, Subject:Komoditas ekspor - Pemasaran |Pemasaran jarak jauh - Manajemen , Isbn: 978-0-470-50574-8, Type: Monograf.

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