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@book{Barrow_2013, address={Harlow, Essex}, edition={6th ed}, title={Statistics for economics, accounting and business studies}, publisher={Pearson Education}, author={Barrow, Michael}, year={2013} }

@article{Bartlett, Christopher A. 2000, title={Going Global.}, volume={78}, number={2}, journal={Harvard Business Review}, author={Bartlett, Christopher A.}, year={2000} }

@article{Calder, Bobby J.1Tybout, Alice M.2_1987, title={What Consumer Research Is...}, volume={14}, number={1}, journal={Journal of Consumer Research}, author={Calder, Bobby J.1Tybout, Alice M.2}, year={1987}, pages={136-140} }

@book{Glowik_ProQuest (Firm)_2016, address={Berlin}, edition={2nd, revised and updated ed}, title={Market entry strategies: internationalization theories, concepts and cases of Asian high-technology firms}, url={https://ebookcentral.proquest.com/lib/nottingham/detail.action?docID=4451853}, publisher={De Gruyter Oldenbourg}, author={Glowik, Mario and ProQuest (Firm)}, year={2016} }

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