TEST060617



Barrow, Michael. 2013. Statistics for Economics, Accounting and Business Studies. 6th ed. Harlow, Essex: Pearson Education.

Bartlett, Christopher A. 2000. 'Going Global.' Harvard Business Review 78 (2).

Calder, Bobby J.1Tybout, Alice M.2. 1987. 'What Consumer Research Is...' Journal of Consumer Research 14 (1): 136–40.

Entrepreneurship. 2007. Berlin: Springer.

Glowik, Mario and ProQuest (Firm). 2016. Market Entry Strategies: Internationalization Theories, Concepts and Cases of Asian High-Technology Firms. 2nd, revised and updated ed ed. Berlin: De Gruyter Oldenbourg. https://ebookcentral.proguest.com/lib/nottingham/detail.action?docID=4451853.

Guo, Rongxing. 2013. Regional China: A Business and Economic Handbook. Basingstoke, Hampshire: Palgrave Macmillan.

McLaney, E. J. 2011. Business Finance: Theory and Practice. 9th ed. Harlow, Essex: Pearson Education.

https://ebookcentral.proquest.com/lib/nottingham/detail.action?docID=5136532.