

TEST060617

View Online



Barrow, M. (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), pp. 136–140.

Entrepreneurship (2007). Berlin: Springer.

Glowik, M. and ProQuest (Firm) (2016) Market entry strategies: internationalization theories, concepts and cases of Asian high-technology firms. 2nd, revised and updated ed edn. Berlin: De Gruyter Oldenbourg. Available at:
<https://ebookcentral.proquest.com/lib/nottingham/detail.action?docID=4451853>.

Guo, R. (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. Available at:
<https://ebookcentral.proquest.com/lib/nottingham/detail.action?docID=5136532>.