

# TEST060617

View Online



---

[1]

Calder, Bobby J.<sup>1</sup>Tybout, Alice M.<sup>2</sup>, 'What Consumer Research Is...', Journal of Consumer Research, vol. 14, no. 1, pp. 136–140, 1987.

[2]

R. Guo, Regional China: a Business and Economic Handbook. Basingstoke, Hampshire: Palgrave Macmillan, 2013.

[3]

Entrepreneurship. Berlin: Springer, 2007.

[4]

Bartlett, Christopher A., 'Going Global.', Harvard Business Review, vol. 78, no. 2, 2000.

[5]

M. Barrow, Statistics for economics, accounting and business studies, 6th ed. Harlow, Essex: Pearson Education, 2013.

[6]

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

[7]

E. J. McLaney, Business finance: theory and practice, 9th ed. Harlow, Essex: Pearson Education, 2011 [Online]. Available:  
<https://ebookcentral.proquest.com/lib/nottingham/detail.action?docID=5136532>