

TEST060617

[View Online](#)

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

Bartlett, Christopher A. 'Going Global.' Harvard Business Review 78.2 (2000).

Calder, Bobby J. Tybout, Alice M. 'What Consumer Research Is...' Journal of Consumer Research 14.1 (1987): 136-40.

Glowik, Mario. Market Entry Strategies: Internationalization Theories, Concepts and Cases of Asian High-Technology Firms. Second, Revised and Updated edition. De Gruyter Oldenbourg, 2016.

<https://ebookcentral.proquest.com/lib/nottingham/detail.action?docID=4451853>.

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

McLaney, E. J. Business Finance: Theory and Practice. 9th ed. Pearson Education, 2011. <https://ebookcentral.proquest.com/lib/nottingham/detail.action?docID=5136532>.

Entrepreneurship. Springer, 2007.