## Multinational Product Strategy

A Typology for Analysis of Worldwide Product Innovation and Diffusion

TECHNISCHE HOCHSCHULE DARMSTADT
Fachbereich 1
Gesomtbibliothek
Betriebswirtschaftslehre
Inventor-Nr. : 17.442
Abstell-Nr. : A 28/854
Sachgebiele:
5.2.1
10246774

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