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Bert Rosenbloom*, Trina Larsen Marketing Department, Drexel University, 32nd And Chestnut Streets, Philadelphia, PA 19104, USA Received 1 May 2001; Received In Revised Form 18 September 2001; Accepted 23 October 2001 Abstract As Business-to-business Marketing Channels Become More International In Scope,

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- Lauren Kessler And Duncan McDonald, When Words Collide: A Media Writer's Guide To Grammar And Style Any Edition. (Boston, MA: Thomas Wadsworth). Available In The Library Or On Amazon. O We Will Not Reference This Book Directly, But It Is A Great Writing Guide To Consult On All Matters Of Grammar And Clear, Concise Writing. Course Description 4th, 2024

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