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Successful Strategy For The Future International Business (Levitt, 1986). They Give Examples Of Global Products Such As Coca-Cola Drinks, Sony TVs Or McDonald's Restaurants. But, It Has To Be Mentioned That Even These Global Products, With Almost The Same Characteristics, Were Somehow Changed Before Being Sold On Foreign Markets. 1th, 2024

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Vision Of The Firm And Its Governance, Springer. Prakash, Aseem. 2002. Beyond Seattle: Globalization, The Non-Market Environment, And Business Strategy. Review Of International Political Economy, 9(3): 513-537. Putnam, Robert. 1988. Diplomacy And Domestic Politics: The Logic Of Two-Level Games. 3th, 2024

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