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operate in the United
Kingdom (domestic only) pay
significantly higher wages
than international firms.

ANS: F PTS: 1 DIF: Moderate

REF: Page 9 2. In the
definition of international
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foundation of this process
is the planning and
conducting of transactions
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author Svend Hollensen is
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the University of Southern Denmark and has worked as a marketing consultant for several international companies and organizations. As well as this book, he is the author of other Pearson texts, including "Marketing

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