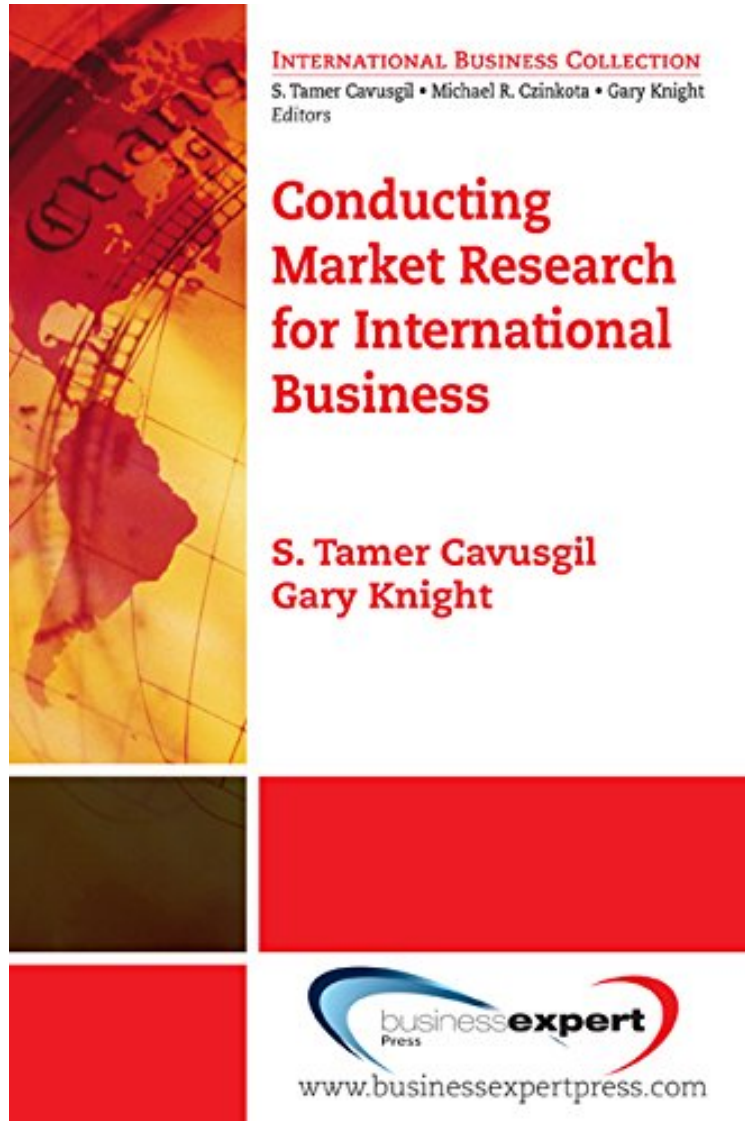


# Conducting Market Research for International Business

*S. Tamer Cavusgil, John Riesenberger*  
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