



**Marketing & Economics: An integrative approach to making effective business decisions in the global marketing world. (Vernon Series on Business and Finance)**

*Sultan Kermally*

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Sociologically, technologically, economically and politically speaking the world is changing at an increasing pace. The spread of ideas and values are reinforcing the impact of globalization on various business operations and activities. As the late Peter Drucker once remarked: while you were out the world changed.

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