

E-BOOK LINKS FOR INTERNATIONAL MARKETING

https://ycmou.ac.in/media/publication/ycmou_book/SNP_YB_146.pdf

<https://librarymvmgacsgcom.wordpress.com/wp-content/uploads/2020/08/mcom-103-international-marketing.pdf>

<https://ebs.online.hw.ac.uk/EBS/media/EBS/PDFs/International-Marketing-Course-Taster.pdf>

https://www.cbsmohali.org/course_material/fourth_semester/International%20Marketing.pdf

<https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA4Semester/Marketing/5GlobalMarketing.pdf>