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How it manage its marketing efforts Marketing mix of Starbucks and How it manage its marketing efforts Conclusion References Introduction The process of globalization enforce many multinational company like McDonald and Starbucks need to modify their marketing strategy to adapt the cultural difference ...Marketing Across Cultures: The impact of McDonalds and

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MARKETING ACROSS CULTURES: THE IMPACT OF McDONALDS AND ...

The Business Strategy of Mcdonald's
 Jing Han
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 No.2Green lake north Road, Kun Ming, Yunnan 650031, China
 E-mail: hanjing0928@hotmail.com
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 I would take this opportunity to express gratitude for my research coordinator, colleagues, and peers and family, whose constant and relentless support has been a source of continuous guidance and inspiration.

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