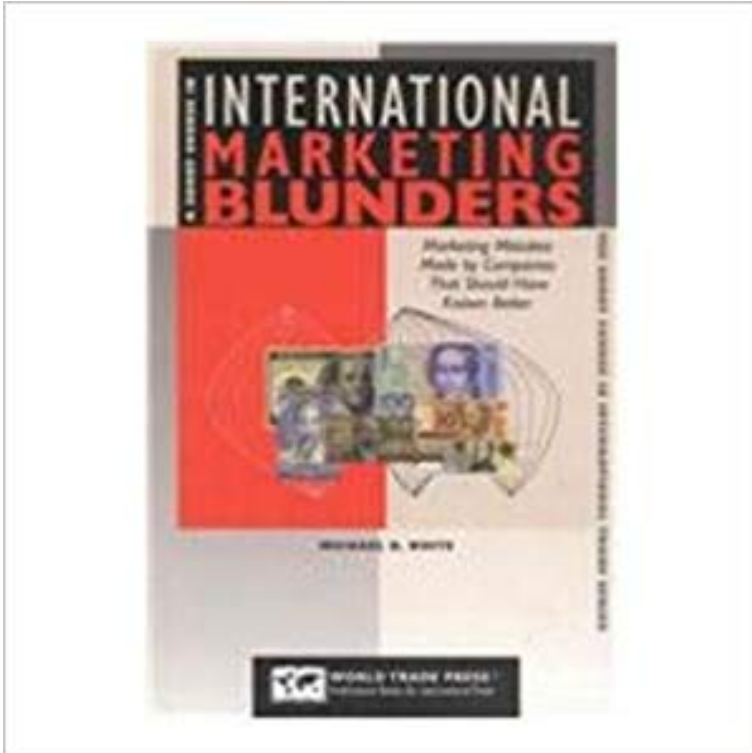


A Short Course in International Marketing Blunders



This book is a highly entertaining look at the international marketing mistakes made by large and small companies who, for the most part, should have known better.

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