Standardization of Advertising for Western Europe

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Citation Report

#	Article	IF	CITATIONS
1	International Advertising Strategy. European Journal of Marketing, 1977, 11, 564-576.	2.9	32
2	An Assessment of Progress in Research on International Advertising. Current Issues and Research in Advertising, 1984, 7, 135-166.	0.1	17
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21	The fundamentals of standardizing global marketing strategy. International Marketing Review, 2007, 24, 46-63.	3.6	73
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