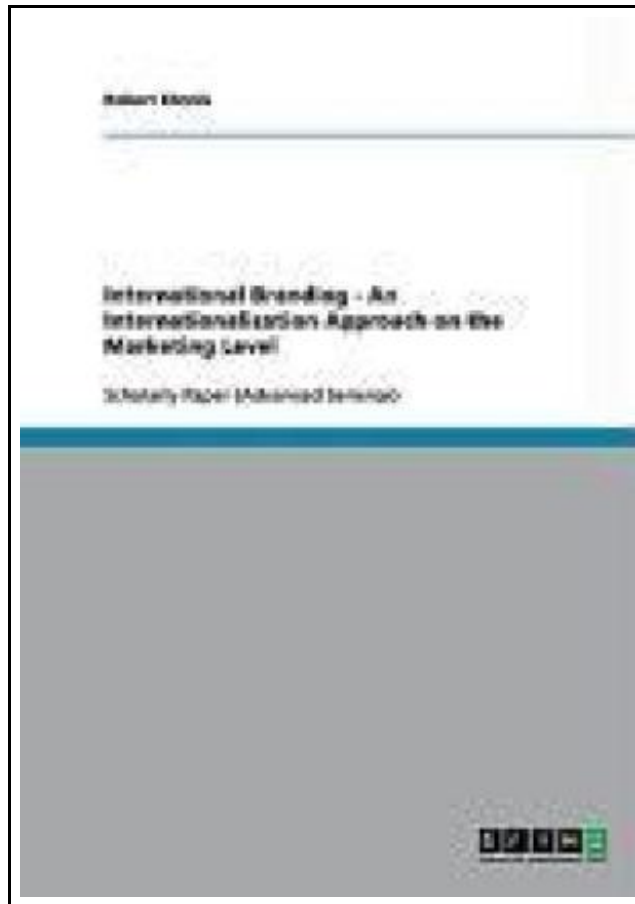


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INTERNATIONAL BRANDING - AN INTERNATIONALIZATION APPROACH ON THE MARKETING LEVEL




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