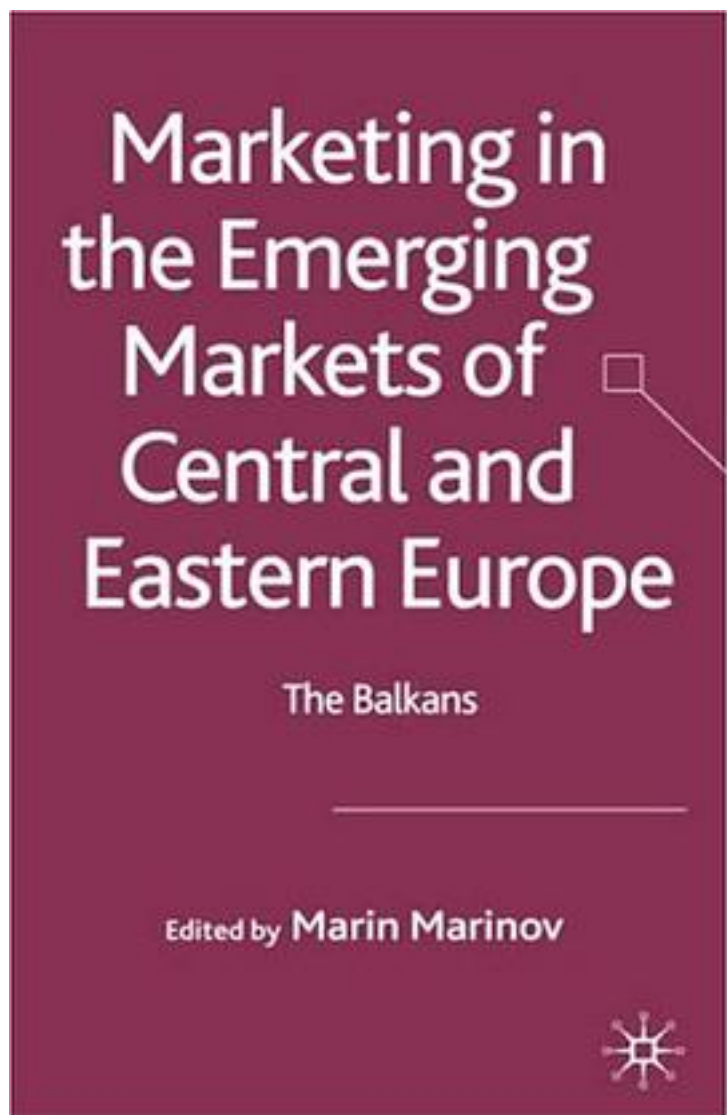


Marketing in the Emerging Markets of Central and Eastern Europe



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The radical changes in Central and Eastern Europe (CEE) have brought about changes in marketing in the region, with CEE countries adopting a variety of market orientations. In May 2004 eight of the CEE nations became members of the EU, and others are expected to join in 2007. This dynamic but heterogeneous region contains differences in the level of economic development, history, culture, business practices, etc. This book addresses this variety and presents an updated picture of the way marketing is done throughout the region.

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