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Marketing at the Tuck School of Business at Dartmouth College Professor Keller has degrees from Cornell, Carnegie-Mellon, and Duke universities At Dartmouth, he teaches MBA courses on marketing management and strategic brand management and lectures in executive programs on those topics

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Ideally, marketing should result in a customer who is ready to buy”7 The American Marketing Association offers this managerial definition:

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### **INTERNATIONALIZATION AND ENTRY STRATEGY OF ...**

that the owner and management exerted their influence on strategic direction of the firm, but the choice of entry strategy was mostly influenced by firm vision, business offering, resources and capacity, while market conditions acted as exogenous factors