

ADVANCES IN INTERNATIONAL MARKETING
VOLUME 22

MEASUREMENT AND RESEARCH METHODS IN INTERNATIONAL MARKETING

EDITED BY

MARKO SARSTEDT

Ludwig-Maximilians-Universität München, Germany

MANFRED SCHWAIGER

Ludwig-Maximilians-Universität München, Germany

CHARLES R. TAYLOR

Villanova School of Business, USA



United Kingdom – North America – Japan
India – Malaysia – China