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Perspective . MULTIPLE

CHOICE . The business

market consists of the

following three

components:

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– Test Bank Chapter 6—Business Marketing Strategies for Global Markets MULTIPLE CHOICE An industrial firm's first encounter with an overseas market usually involves _____ because it involves the least commitment and risk.

- a. contracting
- b. licensing
- c. exporting
- d. franchising [...]

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business functions 14.
When purchasing
machine tools for their
plants, American
Honda is: a. an original
equipment
manufacturer. b. a
user. c. a distributor.

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