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## **Emerging Lessons for Export ...**

Breaking into new markets : emerging lessons for export diversification / editors, Richard Newfarmer, William Shaw, and Peter Walkenhorst. p. cm. Includes bibliographical references and index. ISBN 978-0-8213-7637-9 — ISBN 978-0-8213-7638-6 (electronic) 1. Exports—Developing countries. 2. Foreign trade promotion—Developing countries. 3.

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one lesson that captures all of the above that brands need to embrace, it's this: don't believe your own hype. If Morrisons enters humbly and ensures it has local insights at the core of its launch strategy, no doubt it could make a success of its move.

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Inside Introhive: Our Top 5 Tips for Breaking Into New Markets

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