COURSE CODE:	INB605M
COURSE TITLE:	<b>Global Marketing Communications</b>
DEPARTMENT:	Marketing and Advertising

## REFERENCES

- Green, Mark C. & Keegan, Warren J. (2020) Global Marketing. Pearson. USA.
- Hollensen, Svend (2017). Global Marketing. Pearson. USA.
- Duta, Gautam (2016) Global Marketing. Pearson. India.