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# **International Retailing As Embedded Business Models**

Steve Burt (Contact Author) Professor Of Retail Marketing Institute For Retail Studies Stirling Management School University Of Stirling STIRLING, FK9 4LA, Scotland Email: S.I.burt@stir.ac.uk Ulf Johansson Professor Department Of Business Administration Lund University, PO Box 7080 220 0 Mar 16th, 2024

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