

The meaning of Americanisation illustrated by the example of the global player "Abercrombie and Fitch"



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Reviews

An exceptional book as well as the font applied was fascinating to learn. It is loaded with knowledge and wisdom I am just easily can get a pleasure of studying a created book.

(Dr. Benjamin Lakin)

THE MEANING OF AMERICANISATION ILLUSTRATED BY THE EXAMPLE OF THE GLOBAL PLAYER "ABERCROMBIE AND FITCH"



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