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## **Wikipédia**

Masaaki Kotabe et Kristiaan Helsen, les auteurs de « Global Marketing Management » donnent dans ce livre les trois raisons pour l'entreprise de s'internationaliser. Saturation du marché domestique. Pour qu'une entreprise puisse poursuivre ...

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Pepsi One, corporately styled PEPSI ONE (so named because it contains one calorie per eight-fluid ounce [230 ml] serving), was a sugar-free cola, marketed by PepsiCo in the United States as an alternative to regular Pepsi and Diet Pepsi

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