



THE GLOBALIZATION OF WORLD POLITICS

An introduction to international relations



Sixth Edition

JOHN BAYLIS, STEVE SMITH,
& PATRICIA OWENS

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web resumen el presente artículo hace una revisión de las técnicas de recopilación de información más comúnmente utilizadas en la investigación de mercadotecnia y de los aspectos a considerar al seleccionar la más adecuada para el proyecto a desarrollar