

## Chapter 15 - International market communication

Organization	Weblink
Adidas	<a href="http://www.adidas.com/">http://www.adidas.com/</a>
Adobe	<a href="http://www.adobe.com/">http://www.adobe.com/</a>
Alfa Laval	<a href="http://www.alfalaval.com/">http://www.alfalaval.com/</a>
Avis	<a href="http://www.avis.com/">http://www.avis.com/</a>
Botto	<a href="http://www.gruppobotto.com/flash/inglese/homepage%20inglese.htm">http://www.gruppobotto.com/flash/inglese/homepage%20inglese.htm</a>
Buitoni	<a href="http://www.buitoni.com/">http://www.buitoni.com/</a>
Business Horizons	<a href="http://www.businesshorizons.org/">http://www.businesshorizons.org/</a>
Business Week	<a href="http://www.businessweek.com/">http://www.businessweek.com/</a>
Cadbury	<a href="http://www.cadbury.co.uk/">http://www.cadbury.co.uk/</a>
Calvin Klein	<a href="http://www.calvinklein.com/">http://www.calvinklein.com/</a>
Cartier	<a href="http://www.cartier.com/">http://www.cartier.com/</a>
Castrol	<a href="http://www.castrol.com/">http://www.castrol.com/</a>
CeBIT	<a href="http://www.cebit.de/">http://www.cebit.de/</a>
Christian Dior	<a href="http://www.dior.com/">http://www.dior.com/</a>
Cisco	<a href="http://www.cisco.com/">http://www.cisco.com/</a>
CNN	<a href="http://www.cnn.com/">http://www.cnn.com/</a>
Consodata	<a href="http://www.consodata.com/">http://www.consodata.com/</a>
Consumer Electronics Show	<a href="http://www.cesweb.org/">http://www.cesweb.org/</a>
Dentsu	<a href="http://www.dentsu.com/">http://www.dentsu.com/</a>
Diesel	<a href="http://www.diesel.com/">http://www.diesel.com/</a>
Erco Leuchten	<a href="http://www.erco.com/">http://www.erco.com/</a>
EuroPR	<a href="http://www.euoprgroup.com/">http://www.euoprgroup.com/</a>
EXXON	<a href="http://www.exxon.com/">http://www.exxon.com/</a>
Ferrero	<a href="http://www.ferrerousa.com/">http://www.ferrerousa.com/</a>
Financial Times	<a href="http://www.ft.com/">http://www.ft.com/</a>
Fuji Photo Film	<a href="http://www.fujifilm.com/">http://www.fujifilm.com/</a>
Google	<a href="http://www.google.com/">http://www.google.com/</a>
Häagen-Dazs	<a href="http://www.haagen-dazs.com/">http://www.haagen-dazs.com/</a>
Hakuhodo	<a href="http://www.hakuhodo.co.jp/english/">http://www.hakuhodo.co.jp/english/</a>
Harvard Business Review	<a href="http://www.hbsp.harvard.edu/">http://www.hbsp.harvard.edu/</a>
Hertz	<a href="http://www.hertz.com/">http://www.hertz.com/</a>
Hilton	<a href="http://www.hilton.com/">http://www.hilton.com/</a>
Hirsch	<a href="http://www.hirschag.com/">http://www.hirschag.com/</a>
Hugo Boss	<a href="http://www.bossshops.com/shops/boss/en/boss_shops_home.html">http://www.bossshops.com/shops/boss/en/boss_shops_home.html</a>
International Advertising Resource Center	<a href="http://www.bgsu.edu/departments/tcom/faculty/ha/intlad1.html">http://www.bgsu.edu/departments/tcom/faculty/ha/intlad1.html</a>
International SOS-Kinderdorf	<a href="http://www.sos-kinderdorfinternational.org/">http://www.sos-kinderdorfinternational.org/</a>
Interpublic Group	<a href="http://www.interpublic.com/">http://www.interpublic.com/</a>
Joop!	<a href="http://www.joop.com/">http://www.joop.com/</a>
Kagan World Media	<a href="http://www.kagan.com/">http://www.kagan.com/</a>
Kryptonite	<a href="http://www.kryptonitelock.com/">http://www.kryptonitelock.com/</a>
Le Monde	<a href="http://www.lemonde.fr/">http://www.lemonde.fr/</a>
Lego	<a href="http://www.lego.com/">http://www.lego.com/</a>
M&M	<a href="http://www.mms.com/">http://www.mms.com/</a>
Master Card	<a href="http://www.mastercard.com/">http://www.mastercard.com/</a>
Minitel	<a href="http://www.minitel.fr/">http://www.minitel.fr/</a>
Moët & Chandon	<a href="http://www.moet.com/">http://www.moet.com/</a>

<b>Organization</b>	<b>Weblink</b>
MSN Search	<a href="http://search.msn.com/">http://search.msn.com/</a>
MTV	<a href="http://www.mtv.com/">http://www.mtv.com/</a>
Neckermann	<a href="http://www.neckermann.de/">http://www.neckermann.de/</a>
Newsweek	<a href="http://www.newsweek.com/">http://www.newsweek.com/</a>
Niketalk	<a href="http://www.niketalk.com/">http://www.niketalk.com/</a>
Omnicom Group Inc	<a href="http://www.omnicomgroup.com/">http://www.omnicomgroup.com/</a>
P&O European Ferries	<a href="http://www.poferries.com/">http://www.poferries.com/</a>
Pepsi	<a href="http://www.pepsi.com/">http://www.pepsi.com/</a>
Première Vision	<a href="http://www.premierevision.fr/en/home/home.php">http://www.premierevision.fr/en/home/home.php</a>
Rapunzel Barbie	<a href="http://www.barbie.com/">http://www.barbie.com/</a>
Red Bull	<a href="http://www.redbull.com/">http://www.redbull.com/</a>
Salon d'Automobile in Geneva	<a href="http://www.salon-auto.ch/fr/pratiques/acces.php">http://www.salon-auto.ch/fr/pratiques/acces.php</a>
The Wall Street Journal	<a href="http://www.wsj.com/">http://www.wsj.com/</a>
Unisys	<a href="http://www.unisys.com/">http://www.unisys.com/</a>
Vogue	<a href="http://www.vogueparis.com">http://www.vogueparis.com</a>
Weber Shandwick	<a href="http://www.webershandwick.com/">http://www.webershandwick.com/</a>
Whirlpool	<a href="http://www.whirlpool.com/">http://www.whirlpool.com/</a>
Wine Rack	<a href="http://www.winerack.com/">http://www.winerack.com/</a>
Wonderbra	<a href="http://www.wonderbra.com/">http://www.wonderbra.com/</a>
Woolworth	<a href="http://www.woolworths.com.au/">http://www.woolworths.com.au/</a>
Young&Rubicam	<a href="http://www.yr.com/">http://www.yr.com/</a>