

Chapter 17 - The International Marketing Plan

Organization	Weblink
Daimler-Chrysler	http://www.daimlerchrysler.com/
EDIFACT	http://www.unece.org/trade/untdid/
ETH Zurich	http://www.ethz.ch/index_EN
Firestone	http://www.bridgestone-firestone.com/
Fortune	http://www.fortune.com/
Goodyear	http://www.goodyear.com/
HP Invent	http://www.hp.com/
International Accounting Standards Board	http://www.iasplus.com/index.htm
J.R. Reynolds	http://www.irt.com/
McKinsey & Company, Switzerland	http://www.mckinsey.ch/
Michelin	http://www.michelin.com/
Pirelli	http://www.pirelli.com/en_42/tyres/tyres.jhtml?s1=4400002&s2=4400004
The Economist	http://www.economist.com/
The Lancet	http://www.thelancet.com/
Venture	http://www.venture.ch/service_downloads_d.asp