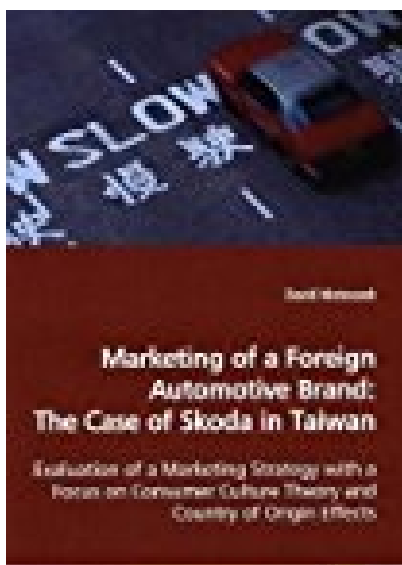


Marketing of a Foreign Automotive Brand The Case of Skoda in Taiwan Evaluation of a Marketing Strategy with a Focus on Consumer Culture Theory and Country of Origin Effects



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