

# Multiunit Organization And Multimarket Strategy

**Henrich R Greve; Joel A. C Baum**

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(Editor)/ Greve in Books, Comics & Magazines, Textbooks & Education, Adult Learning Baum, Joel A. C. and Greve, Henrich R. (2001) Multiunit Organization and Multimarket Strategy. Advances in Strategic Management, Vol. 18. Oxford: Elsevier. Multiunit Organization and Multimarket Strategy (Hardcover . Rent the Multiunit Organization And Multimarket Strategy. Advances In Strategic Management, Volume 18 eBook at Chegg.com and save up to 80% off list price. Multiunit Organization And Multimarket Strategy . - Biblio.com 22 Jun 2004 . Recent work on multiunit–multimarket (MUMM) firms has shown that the market entry behavior of these firms is influenced by learning Multiunit Organization and Multimarket Strategy by Noel A.C. Baum Notes: Online-Ausg.: Multiunit organization and multimarket strategy. Literaturangaben. Title record from database: ECONIS - Online Catalogue of the ZBW. 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