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# THE MEANING OF AMERICANISATION ILLUSTRATED BY THE EXAMPLE OF THE GLOBAL PLAYER "ABERCROMBIE AND FITCH"



GRIN Verlag GmbH Apr 2011, 2011. Taschenbuch. Book Condition: Neu. 212x146x2 mm. This item is printed on demand - Print on Demand Neuware - Facharbeit (Schule) aus dem Jahr 2011 im Fachbereich Englisch - Landeskunde, einseitig bedruckt, Note: 1, Geschwister-Scholl-Gymnasium Lüdenscheid, Sprache: Deutsch, Abstract: Table of Contents1 Introduction 2 Americanisation 2.1 Definition 2.2 Historical development 2.3 Current situation 3 Abercrombie and Fitch 3.1 Abercrombie a global player 3.2 Abercrombie's secret of success 4 Abercrombie a part of Americanisation 5 Conclusion....

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