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|  |  |
| --- | --- |
| **Title column 1**  |  **Title column 2** |
| Main body  | Main body |
| Main body  | Main body |

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Nicolescu, L. (2011a), “The development of a Conceptual Framework to Study the Country of Origin Effect on Higher Education Services at International Level”, in Mercado Kierkegaard, S. (ed.), *Law Across Nations: Governance, Policy and Statutes*, pp. 761-774, IAITL.

Nicolescu, L. (2011b), “Trends in the Country of Origin Effect theories: goods versus services”, in: *Proceedings of the International Conference Abordări moderne în managementul și economia organizației*, Academy of Economic Studies Bucharest, Romania, November 24-25.

Cegarra, J. (2011), “Unlearning speech”, in: *Proceedings of the International Conference on Managing Services in the Knowledge Economy – MSKE 2011*, 13-15 July 2011, Universidade Lusiada de Villa Nova de Famalicao, Portugal, p.17.

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# Conner, D.R. (1998), *Leading at the Edge-of-chaos: How to Create the Nimble Organization*, John Wiley, New York.

# Brooks, I. and Weatherston, J. (1997), *The Business Environment: Challenges and Changes*, Prentice Hall, London.

Torres, N.H.J. and Gutierrez, S.S.M. (2007), “The purchase of foreign products: The role of firm’s country-of-origin reputation, consumer ethnocentrism, animosity and trust”, *Working Paper 13/2007, “Nuevas Tendencias en Direccion de Empresas”, Universidad de Burgos*, available at http://www3.uva.es/empresa/documentos.php, (accessed December 15, 2011).

Leaver, B. L., Ehrman, M., and Shekhtman, P. (2005), *Achieving success in second language acquisition*, doi: 10.1017/CBO9780511610431

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