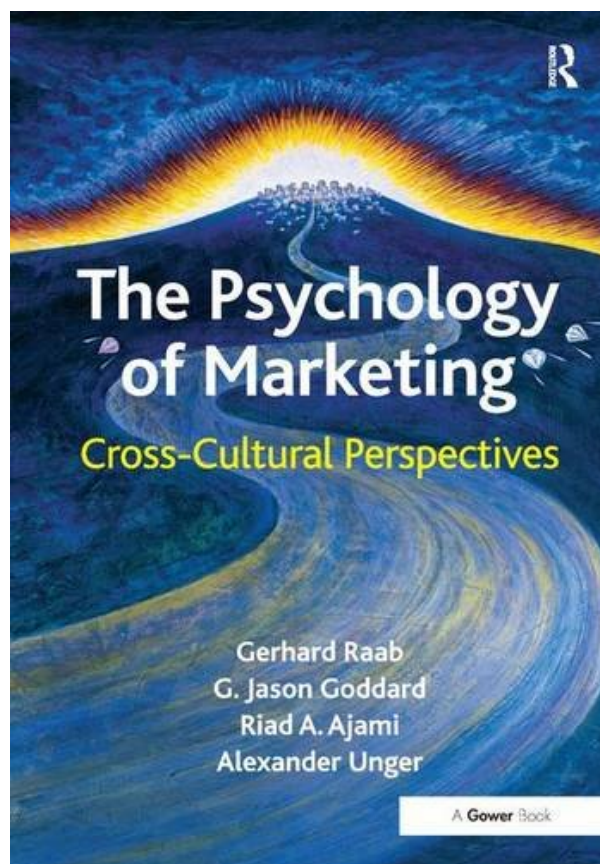
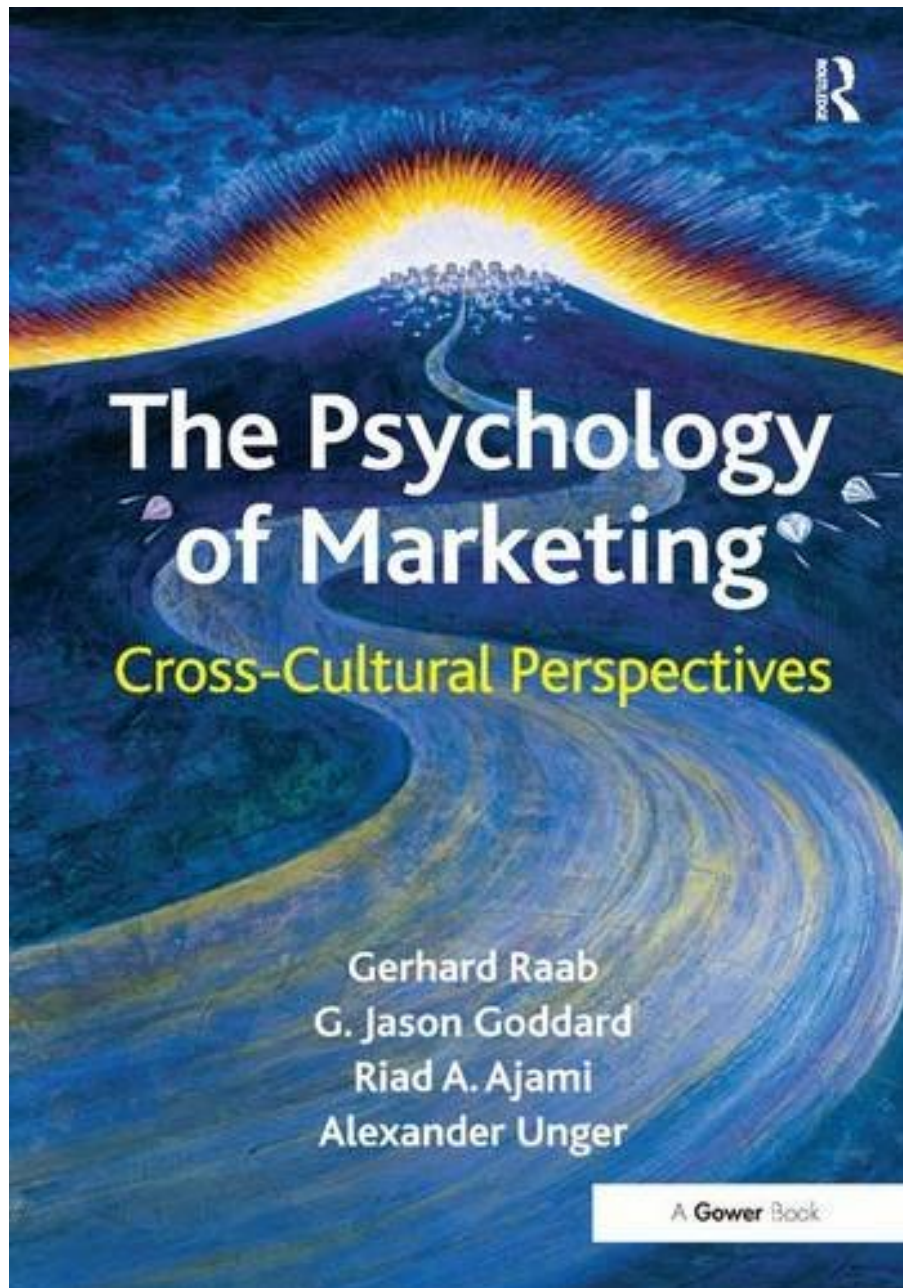


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Gerhard Raab is Professor of International Marketing and Management and Director of the Transatlantik-Institut at the Ludwigshafen University of Applied Sciences, Germany. G. Jason Goddard is the Vice President of Wachovia Corporation, Winston-Salem, N. Carolina, USA. Riad Ajami is Professor of International Management and Global Strategy at the Raj Sooin College of Business, Wright State University, Dayton, Ohio, USA. Alexander Unger is a research assistant at the Transatlantik-Institut, Ludwigshafen University of Applied Sciences, Germany.

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