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**Address**

**DATE**

**SUBJECT: A STUDY OF MARKET-DRIVING STRATEGIES IN INTERNATIONAL MARKETS**

**Dear Mr./Ms.xxx**

We would like to invite you to participate in a research project on the internationalization of firms. The project has been awarded a major grant by the Economic and Social Research Council (ESRC) in the United Kingdom. No financial support from your side is required. Enclosed is a folder with additional information on the project and the benefits it may provide for your company.

**WHO SHOULD RESPOND?**

Managers responsible for devising strategy for and/or development of international markets. In case you feel that you are not the right person to answer these questions, we would be grateful if you could kindly forward the questionnaire to the appropriate person.

**PARTICIPATION, ANONIMITY AND CONFIDENTIALITY**

We invite you to fill out the enclosed questionnaire, which should take 10 minutes to complete. All questions are easy to fill in. All questionnaires are anonymous and will be treated confidentially as questionnaires cannot be traced back to a respondent, and results are reported in an aggregate manner in the final report. The study has been approved by the King’s College London’s strict ethical rules (reference: KCL-REP(EM)/10/11-10).

**ON-LINE OPTION**

If you prefer fill out the survey online, you can do so by accessing the link https://www.research.net/s/KINGS\_MNGM and using the password of “international”. At the end there is an option for you to provide your contact details if you wish to be informed about the survey result when it is released.

Should you have any questions, please do not hesitate to contact one of the undersigned and we will be happy to provide further clarifications by email or over the phone.

Should you wish to participate, we would be grateful if you could kindly return filled questionnaire within two weeks on-line or in the envelope provided.

Thank you very much for your cooperation.

Sincerely yours,

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| **Professor Pervez Ghauri**  Principal Investigator  Department of Management  King’s College London  150 Stamford St., London SE1 9NH  Email: [Pervez.ghauri@kcl.ac.uk](mailto:Pervez.ghauri@kcl.ac.uk)  Web: [www.pervezghauri.com](http://www.pervezghauri.com)  Tel. +44 (0) 20 7848 4122 |  |