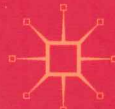


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# RESTAURANT CHAINS IN CHINA

THE DILEMMA  
OF STANDARDISATION  
VERSUS AUTHENTICITY



สำนักหอสมุด มหาวิทยาลัยเชียงใหม่

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The Dilemma of Standardisation versus Authenticity



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macmillan

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