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Heather Crawford is a Lecturer in the School of Management & Marketing at Charles Sturt University (CSU). Heather holds a Masters in International Marketing from the University of Technology, Sydney (UTS) and a PhD in Cross-Cultural Marketing from the University of New South Wales (UNSW).

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School of Marketing and International business University of Western Sydney Locked bag, 1797, Penrith South DC 1797 Australia R.Fletcher@uws.edu.au ABSTRACT One of the major contributions of the IMP approach to international marketing has been the concept of interaction. Often concepts that in international marketing are treated as discrete,

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