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TABLE OF CONTENTS	
ACKNOWLEDGMENTS	5
LIST OF TABLES	8
1. INTRODUCTION	9
1.1 Background	9
1.2 Evolution of Missing Data Estimation Method	12
1.3 Missing Data Mechanisms	13
1.3.1 Missing Completely at Random	14
1.3.2 Missing at Random	15
1.3.3 Missing Not at Random	16
1.4 Strategies to Manage Missing Data	16
1.4.1 Case Deletion	16
1.4.2 List-Wise Deletion	17
1.4.3 Pair-Wise Deletion	18
1.4.4 Mean Substitution	20
1.4.5 Hot / Cold-Deck Imputation	21
1.4.6 Linear Regression Imputation	22
1.4.7 Multiple Imputation	23
2. LITERATURE REVIEW	25
3. METHOD	26
3.1 Multiple Imputation	26
3.2 Procedure for Analysis	26
3.3 Theoretical Support/Validation for Multiple Imputation	29
3.4 Advantages and Disadvantages of Multiple Imputation	31
4. RESULTS OF MONOTONE MISSING DATA PATTERN	34
4.1 Simulation	34

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The concept of global strategy has become prominent in the international business and management literature in the 1980s. The aims of our paper are to render in brief the concept of global strategy and to highlight some of the main features of Nissan's strategy.

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