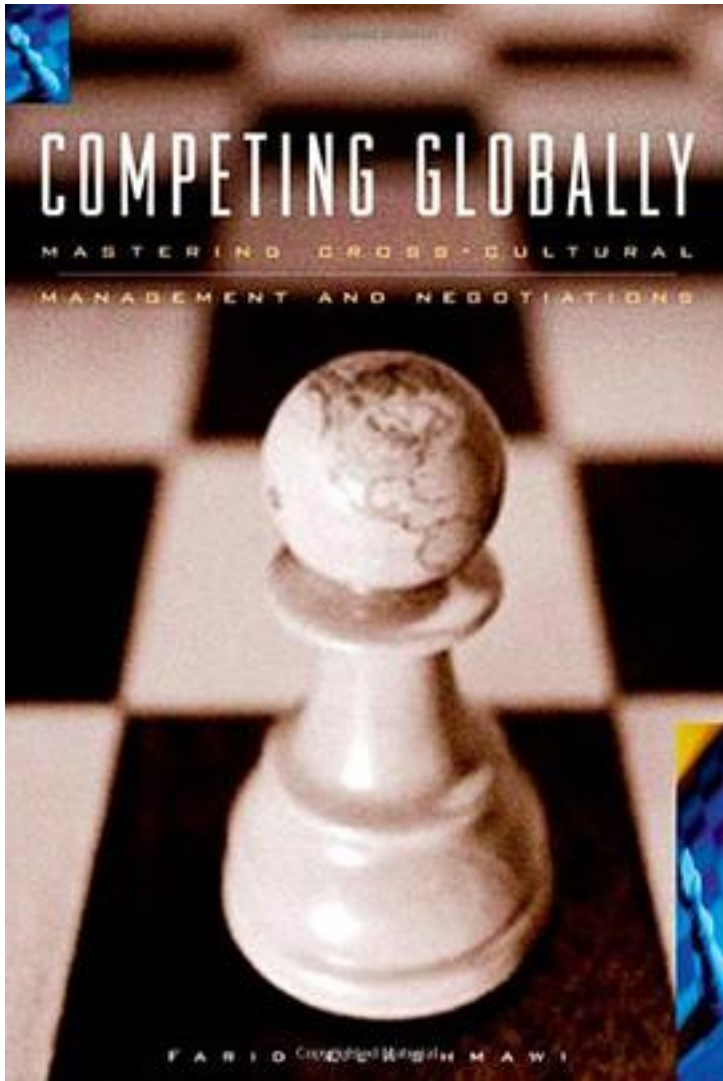


Competing Globally



[Competing Globally_ 下载链接1](#)

著者:Elashmawi, Farid

出版者:Butterworth-Heinemann

出版时间:2001-4

装帧:HRD

isbn:9780877193715

Based on his firsthand experience, Farid Elashmawi has created a concise, valuable primer to 'going global'. 'Competing Globally' gives specific information about entering international markets, negotiating, conducting meetings and presentations, and working with international partners. 'Competing Globally' sheds light on varied business cultures, including those of North America, Europe, Japan, Korea, China, Indonesia, Thailand and the Middle East. Elashmawi uses case studies, anecdotes, social tips, self-tests, and tables to provide important insights into communicating, marketing, and negotiating with organizations outside throughout the world. This book is invaluable to business managers and students who need to enhance their cross-cultural negotiation skills to compete globally.

作者介绍:

目录:

[Competing Globally_ 下载链接1](#)

标签

评论

[Competing Globally_ 下载链接1](#)

书评

[Competing Globally_ 下载链接1](#)