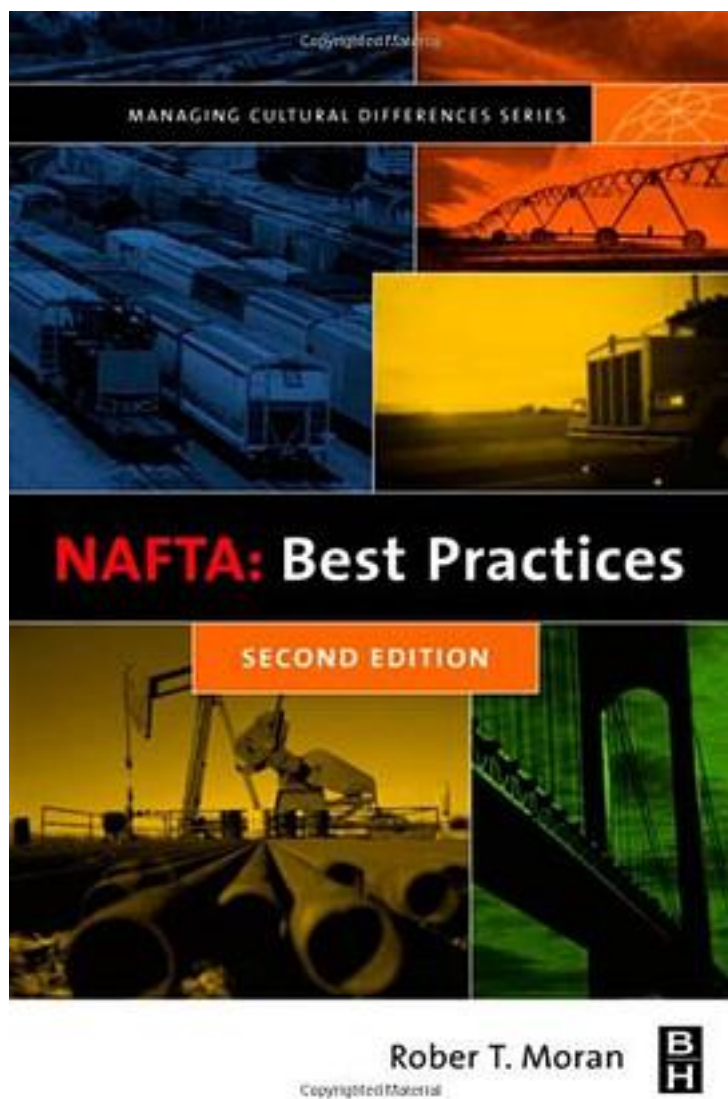


Uniting North American Business



[Uniting North American Business 下载链接1](#)

著者:Abbott, Jeffrey/ Moran, Robert T., Ph.D.

出版者:Lightning Source Inc

出版时间:2002-9

装帧:Pap

isbn:9780877193845

In today's global economy, NAFTA continues to present unprecedented opportunities for companies in cross-border commerce. "Uniting North American Business: NAFTA Best Practices" focuses on best business practices and lessons learned in the years since the NAFTA agreement was first signed, and their impact on both the economy and society. "Uniting North American Business" provides you with the skills and competencies necessary to become more effective business managers and citizens in NAFTA countries by considering: What is the scope of the NAFTA agreement itself? What are some of the positive benefits of NAFTA? What is really causing job loss attributed to NAFTA? What should we know about Canada, the United States, and Mexico to better understand the culture and management philosophies of our partners? What will society look like if current trends continue? It presents the opportunities, changes, and case studies of major corporations doing cross-border business in NAFTA countries. It is part of bestselling "Managing Cultural Differences Series". Case studies and clear directions show you how to make NAFTA work to achieve business success.

作者介绍:

目录:

[Uniting North American Business 下载链接1](#)

标签

评论

[Uniting North American Business 下载链接1](#)

书评
