



Operating Globally

By Amy Zuckerman

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Operating Globally, Amy Zuckerman, This title offers a fast track route to mastering global operations. It covers the key areas of international marketing and distribution, logistics, import/export compliance and government regulations. It includes examples and lessons from some of the world's most successful businesses, including Nortel Networks, Terranova Forest Products and Ampro Electronics, and ideas from the smartest thinkers, including Adrian Wooldridge, Christopher Bartlett, Sumantra Ghoshal and John Micklethwait. It also includes a glossary of key concepts and a comprehensive resources guide.



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