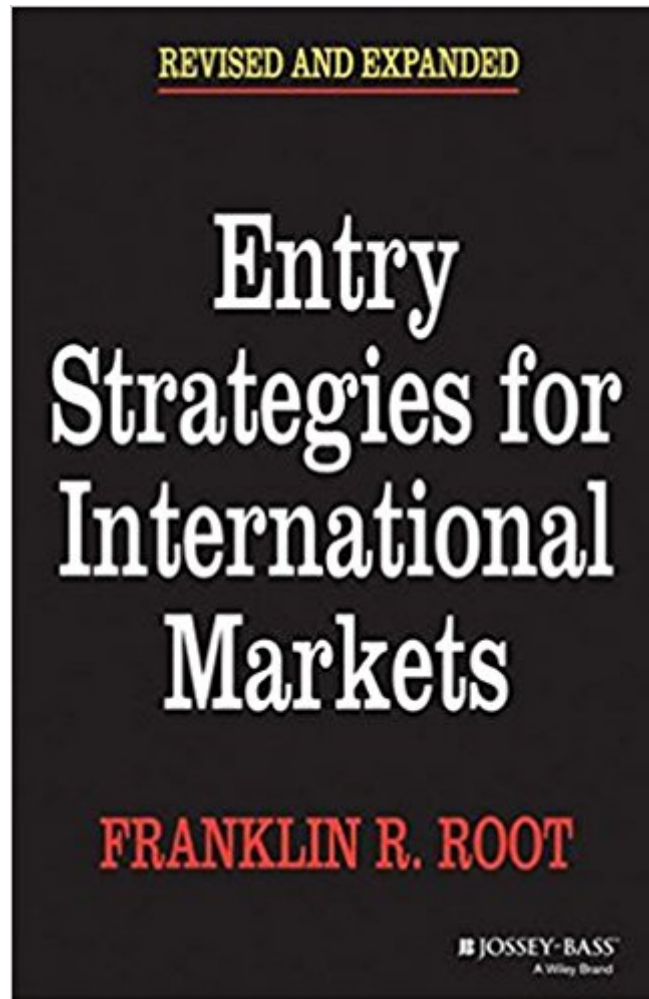


The book was found

Entry Strategies For International Markets



Synopsis

Sage Advice on Going Global Root's perspective is extremely insightful, and clearly the work of one who knows his topics from personal experience. It encapsulates what some of us have taken decades to learn through trial and error. --Larry D. Bouts, president, International Division, Toys-R-Us, Inc. The North American Free Trade Agreement, the new European common market, and the opening of Eastern Europe--among other recent geopolitical developments--have created unprecedented opportunities for American companies seeking to enter foreign markets. This guide offers executives practical advice, recently updated and expanded, on deciding which markets to enter, choosing a product for international distribution, designing an entry strategy, and developing an effective international marketing plan.

Book Information

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Customer Reviews

The book encompasses many of the dilemmas that businesses find when going international. Its approach is somewhat long in a few points, but overall its a very good book and can almost be used as a step by step guide for business students.

This book is more of a how to rather than a book for lecture. This was one of the only enjoyable parts of the entering foreign markets class I took.

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