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Mastering International Trade Akgun, Mutlu, 2023-10-12 This comprehensive guide is designed to provide you with the knowledge and tools to effectively manage and execute international trade It is divided into three sections each of which provides you with a detailed overview of the most important aspects of international trade

Korea North Country Study Guide Volume 1 Strategic Information and Developments IBP, Inc., 2015-04-13 Korea North Country Study Guide Strategic Information and Developments

Emerging Business Opportunities in Africa: Market Entry, Competitive Strategy, and the Promotion of Foreign Direct Investments Gekonge, Christopher O., 2013-09-30 Despite its often mismanaged economy Africa remains the third largest continent in land mass and population It continues to offer unexploited business opportunities for entrepreneurs global corporations and institutions Emerging Business Opportunities in Africa Market Entry Competitive Strategy and the Promotion of Foreign Direct Investments presents the basic business modeling for developing appropriate strategies in exploiting these business opportunities in the emerging economy in Africa This book offers insight into the challenges and successes aiming to encourage researchers and students of business in creating a value for doing business in Africa

Developing a Successful Subsidiary Strategy Paul Lyons, 2023-09-18 Most books on business strategy approach the subject from a corporate perspective covering topics such as the vision for the business the marketplace competition and differentiation However the reality is that most managers work in sub units or subsidiaries of the business and they are not involved in corporate strategy formulation Their strategic concerns are with the positioning and future trajectory of their own units within the complex internal ecosystem in which they exist If these units are to survive and grow the middle managers responsible for them must plan their future maximise their value add and compete for resources within the internal market of their corporations Such internal markets are becoming increasingly volatile due to general economic conditions but also given the questioning of globalisation and increasing corporate concerns about the frailties of international supply chains as brought into sharp focus by the COVID 19 crisis and the war in Ukraine This book provides practical perspectives for these business unit managers and a step by step toolkit that can be used by management teams to develop a successful subsidiary strategy that acknowledges these challenges while maximising their contribution to corporate objectives It is based on the author s 30 years of experience as an executive in a complex multinational IBM organisation supplemented by academic study at Master s and PhD levels The material covered has been verified through workshops over a 3 year period with the senior leadership teams of over 30 multinational subsidiaries operating from Ireland

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