



Export Practice and Management

By Alan E Branch

Cengage Learning EMEA, United Kingdom, 1993. Paperback.

Book Condition: New. 3rd Revised edition. 230 x 148 mm.

Language: English . Brand New Book ***** Print on Demand

*****. Export Practice and Management is the third edition of Alan Branch s Elements of Export Practice . The new title reflects the increased emphasis on management and strategy, a re-orientation which is seen to be appropriate in this period of unprecedented change in the international trade industry. This edition covers current developments, including multi-modalism, the Single European Market, implications of the new Eastern European market, export finance, containerization, Electronic Data Interchange and international distribution strategy. This book should be of interest to undergraduate students of export management, shipping, commerce, international trade and marketing; also students taking relevant professional exams and practising managers. An ELBS/LPBB edition is available.



READ ONLINE

[8.24 MB]

Reviews

Unquestionably, this is actually the greatest function by any author. I was able to comprehend every little thing using this created e ebook. Its been printed in an remarkably straightforward way which is merely following i finished reading this ebook in which in fact altered me, alter the way i think.

-- **Arianna Witting**

An exceptional book as well as the font used was exciting to read. It is actually rally intriguing throgh reading time. You will not sense monotony at anytime of the time (that's what catalogues are for about when you ask me).

-- **Crystel Hagenes**