



# Managing Business Performance and IT

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GRIN Verlag Mrz 2012, 2012. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2008 in the subject Business economics - Business Management, Corporate Governance, printed single-sided, grade: -, University of Bolton, language: English, abstract: Companies extending their business range to new countries largely depend upon factors which have been generated by the economic globalization. If we try to give a critical review of the process analysis which companies should conduct that want to set up business in a new country we have to investigate the appropriateness of business models and their process development in the context of an intensifying competition (McKay/Marshall, 2002). With respect to the background information given to the course (HE7) the producing and selling scientific machinery as well as electronic systems has to maintain a special observation of the international markets dealing with such products. 20 pp. Englisch.



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