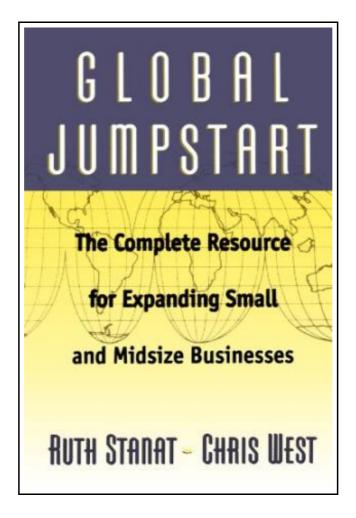
Global Jumpstart: The Complete Resource for Expanding Small and Midsize Businesses



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Reviews

Extensive manual! Its such a great read. It really is loaded with knowledge and wisdom You wont really feel monotony at at any time of your time (that's what catalogs are for regarding if you ask me).

(Myrl Hintz)

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Basic Books (AZ). Paperback. Book Condition: New. Paperback. 224 pages. Dimensions: 9.2in. x 6.0in. x 0.7in.Despite a world of opportunities, many entrepreneurs are paralysed when it comes to the prospect of expanding overseas. In this book, the authors take the mystery out of going global. Drawing upon years of helping companies expand into new markets, they present a comprehensive and practical guide for establishing a global mindset, undertaking research, building competitive intelligence, assessing customer needs, and evaluating a wide variety of expansion options, from exporting to franchising to joint ventures. Packed with solid, up-to-date information, and featuring the global marketing audit, this book should be an essential resource for any entrepreneur with global ambitions. For business large and small, a global marketplace represents a source of great promise - and peril. While trade barriers have come down, and advances in communication and information technology have made new markets accessible as never before, one false move can spell disaster, especially for small and midsize companies. Nevertheless, with a combination of ambitious vision and careful planning, even the smallest businesses can expand far beyond their home countrys borders. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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