



The Legislative Manual and Political Register of the State of North Carolina

By -

RareBooksClub. Paperback. Book Condition: New. This item is printed on demand. Paperback. 164 pages. Original publisher: Washington, D. C. : McDonough School of Business, IDEAL Group, STAT-USA, Economics and Statistics Administration, U. S. Dept. of Commerce, 2007 OCLC Number: (OCoLC)318925144 Subject: Foreign trade promotion -- Research -- United States. Excerpt: . . . What marketing adjustments are or will be necessary What threats from global competition should I expect How can I work with these threats to turn them into opportunities What are my strategic global alternatives If all of these issues are integrated into each decision made by individuals and by firms, international markets can become a source of growth, profit, needs satisfaction, and quality of life that would not have existed had they limited themselves to domestic activities. Accessibly-designed ICT and International Marketing This volume is unique in its focus on international marketing and the global market forces driving the need for accessibly-designed information and communications technology (ICT). Although the terms accessibility and accessible design are often associated with products designed to be accessible, usable, and useful to people with disabilities, the access needs of international consumers are in many ways similar. This publication uses the...



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