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# REVIEWING THE ROLE OF INTERNATIONAL EXPERIENCE TO FIRM INTERNATIONALIZATION. TRADITIONAL ASSUMPTIONS AND SELECTED DEVIATIONS



GRIN Verlag Jul 2015, 2015. Taschenbuch. Book Condition: Neu. 211x149x3 mm. Neuware - Seminar paper from the year 2015 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Dalarna, language: English, abstract: Expanding onto foreign markets and being successive abroad is often considered as the peak of business success of a firm. Unsurprisingly, the process of firm internationalization received a lot of attention from scholars. A major influence to the pace...

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- Authored by Anonym
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