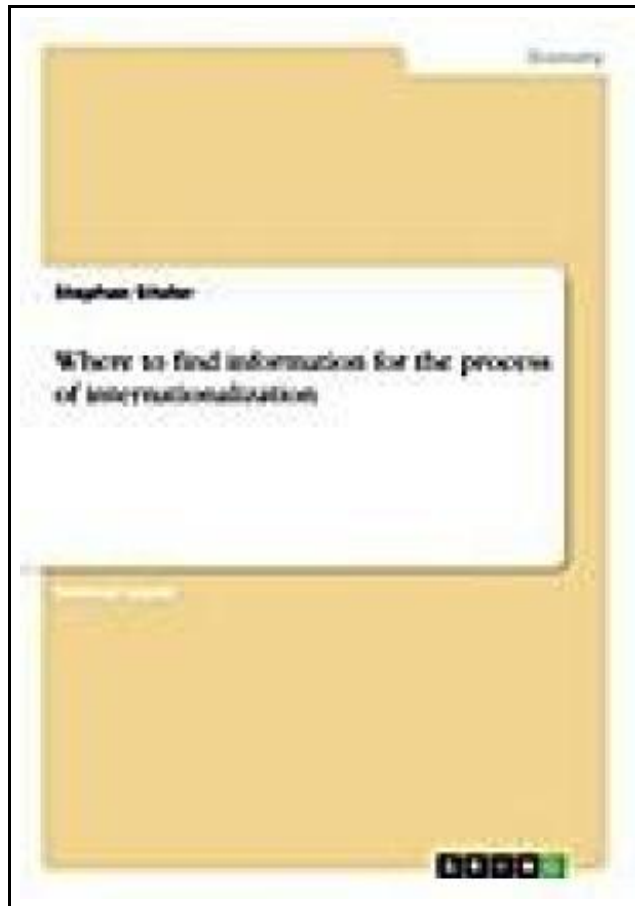


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Reviews

This ebook is very gripping and fascinating. Sure, it is engage in, nevertheless an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Ms. Ora Buckridge)

WHERE TO FIND INFORMATION FOR THE PROCESS OF INTERNATIONALIZATION



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GRIN Verlag Feb 2013, 2013. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2010 in the subject Business economics - Miscellaneous, printed single-sided, grade: 1,7, University of Applied Sciences Worms, language: English, abstract: 1. IntroductionThe internationalization of business units, paraphrase to operate on foreignmarkets, is an economical task, companies are confronted with and which getsmore and more important, thus necessary in times of changes in global politics.The step of going international is accompanied with a lot of opportunities but alsorisks for the companies. Therefore it s essential for the enterprises to do researchand get the maximum of information before or during international business.1.1 Pertinence, aspiration and structure of the research paperThe present paper deals with the possibilities of getting information about theprocess of internationalization. The goal of this work is initially to give ist readeran understanding of the term internationalization , furthermore this paper isgoing to give an overview of groups and organisations which offer information forthe process of doing business abroad.For this purpose Chapter 2 presents the basically definition of the concept of internationalization . It also demonstrates the importance of internationalizationto companies.Chapter 3 gives a summary of where to get information for the process ofinternationalization.Finally Chapter 4 displays the results of this paperwork, presents a criticallyevaluation and gives a final summary of this research paper.1.2 Delimitation of the research paperThis paper refers just on secondary information sources about the process ofinternationalization of German companies, mainly SMUs. Definitions andeffectuations are for the sake of brevity not to exceed the given range of thispaper. 20 pp. Englisch.



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