

Librería
Bonilla y Asociados
desde 1950



Título: International Business Case Studies For The Multicultural Marketplace

Autor: Moran, Robert

Precio: \$970.00

Editorial:

Año: 1994

Tema:

Edición: 1^a

Sinopsis

ISBN: 9780884151937

This comprehensive guide presents specific, real-life examples of the strategies and tactics used by some of the world's most successful international businesses and organizations to excel in the global marketplace.