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Strategies D Internationalisation Des Entreprises: Une Analyse de Cas (Paperback)

By Jean Pierre Honla

Createspace Independent Publishing Platform, United States, 2014. Paperback. Condition: New. Language: French . Brand New Book ***** Print on Demand *****. De plus en plus d entreprises internationalisent leur activite a l etranger. Certaines depuis deja quelques annees, d autres annoncent des projets qui vont se realiser dans les prochains mois. Doit on y voit la, le debut d un phenomene d internationalisation ? Dans le contexte actuel de developpement des echanges internationaux, les entreprises sont confrontees a la concurrence des autres pays, mais peuvent aussi saisir l opportunit  de penetrer d autres marches pour assurer leur croissance. La part de leur chiffre d affaire a l international est de plus en plus importante, d ou la necessite d une bonne maitrise des techniques et strategies du marketing international. L internationalisation est un theme a la mode. La plupart des entreprises se sont lancees dans la course a l internationalisation, poussees par la conviction qu il s agit d une evolution ineluctable des marches. Elle est souvent citee comme facteur d accroissement de la pression concurrentielle. Elle a aussi ete longuement etudiee sous l angle des rapprochements interculturels et de l organisation. Toutefois, afin de survivre l entreprise doit continuer...



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Pastorale D Ete: Study Score

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