



Customer Connectivity in Global Brands and Retailers: With a Focus on Doing Business in Closed Economic Societies

By Dr. Russell Zwanka

CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 318 pages. Dimensions: 11.0in. x 8.5in. x 0.7in. The art of doing business in a company's home market is one of strategy, tactics, environmental awareness, intense competition and elicits the need to be quick to respond to external and internal variables. Once a company decides to move outside of its home market, an entirely new set of variables presents itself. Not only does the company need to perform the everyday functions of buying and selling goods or services; but it now must deal with being further from the home office, trying to attract a local consumer that may not inherently trust a company from the outside, and it must also understand the local employment situation and unique nuances of the local workforce. Having mastered those previous situations, the skills and experience are pushed to their limits in a foreign country with a closed economic environment. With the closed economic environment, the rules of government control, worker compensation, resource allocation, and even safety and regulations, change dramatically. This item ships from La Vergne, TN. Paperback.



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