



Cross-Cultural Personal Selling [Agents' Competences in International Personal Selling of Services /

Antczak, Anna

Springer International Publishing :

Imprint: Palgrave Macmillan,

2017

Business Marketing Project management Globalization Markets
Service industries Business and Management Cross-Cultural Management
Emerging Markets/Globalization Services Project Management

Monografía

<https://rebiunoda.pro.baratznet.cloud:38443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMTkyOTA3NTE>

Título: Cross-Cultural Personal Selling [Recurso electrónico] Agents' Competences in International Personal Selling of Services by Anna Antczak, Barbara A. Sypniewska

Editorial: Cham Springer International Publishing Imprint: Palgrave Macmillan 2017

Descripción física: XVII, 160 p. 11 il

Detalles del sistema: Modo de acceso: world wide web

Fuente de adquisición directa: Springer (e-Books)

ISBN: 9783319555775 9783319555768

Autores: Sypniewska, Barbara A

Punto acceso adicional serie-Título: Business and Management (Springer Books)

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es

