



The 30 Day MBA in International Business : Your fast track guide to business success

Kogan Page,
2011

Electronic resource

Monografía

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Título: The 30 Day MBA in International Business Your fast track guide to business success

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Descripción física: 1 online resource (320)

Contenido: Introduction to international business -- The international business environment -- Global business strategy -- International marketing strategy -- Finance and accounting -- Managing the international organization -- Human resource management -- Selecting and maintaining global strategic partners -- Ethics and social responsibility in the global marketplace -- Entrepreneurship -- Preparing the international business growth plan budget -- The core

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Materia: International business enterprises- Study and teaching Personnel management Industrial management Master of business administration degree Entreprises multinationales- Étude et enseignement Personnel- Direction Gestion d'entreprise Maîtrise en administration Industrial management. International business enterprises- Study and teaching. Master of business administration degree. Personnel management.

Baratz Innovación Documental

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