

<<国际商务误区 Blunders in>>

图书基本信息

书名：<<国际商务误区 Blunders in International Business>>

13位ISBN编号：9781405134927

10位ISBN编号：1405134925

出版时间：2006-3

出版时间：Blackwell Pub

作者：Ricks, David A.

页数：182

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<国际商务误区 Blunders in>>

内容概要

Mistakes in business, errors no one wants to admit, and stories of disaster and crisis no one cares to recount can illustrate valuable lessons and strategies for coping with similar situations in the future. David Ricks continues to uncover many informative, entertaining blunders that will make this book hard to put down.

书籍目录

Preface1 Introduction The Role of Culture The Role of CommunicatioF Structure:2 Production
Location/Layout Product Package Color Summary3 Name s Product Names Company Names Summary4
MarketIng Promotions Pricing Summary5 Translation Carelessness Multiple Meanings Idioms Summary6
ManInt Cultural Differences Poor Personnel Choices Labor Relations Summary7 StrItiMnwnt Entry Mode
Supply Problems Complex Problems Additional Mistakes Summary8 ther Ar sof Int national IsIn Legal
Finance Market Research Summary9 Lsont rned Adaptation Nationalism Promotion Translation Market
Research ConclusionNotesIndex of CompaniesIndex of PlacesIndex of Products

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>