



Business Abroad

J.D., Ph.D., Lawrence E. Koslow

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From something as simple as finding a distributor to as complex as founding an overseas operation. Here's a 'meat and potatoes' guide to entering and excelling in the international business arena. Combining theory, practice, and insider savvy, 'Business Abroad' shows you how to successfully take your company global and expand and improve your current global activities.

You'll find a straightforward plan of action for starting and conducting overseas business. This clear, succinct road map helps you effectively conduct key international business transactions. Mistakes in any of these areas could cost you tens of thousands of dollars, so there's specific help with:

* Exporting/importing * Distribution * Joint ventures * Licensing * Franchising * Technology transfer * and more...

Going international is not an easy decision, but this valuable guidebook makes it a simpler and more profitable one.

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