



# Global Market Strategies: How to Turn Your Company into a Successful International Enterprise

*Michael Neubert*

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## **Global Market Strategies: How to Turn Your Company into a Successful International Enterprise**

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Good international trade relations are a must for any modern enterprise, regardless of its size. But without a sound global market strategy, entry onto the international scene is risky and can at worst lead to a company's demise. In this book, Michael Neubert, a renowned expert in global business strategy, outlines the principles that underlie a successful international venture: development of a custom-fit internationalization strategy; selection of foreign markets and structured market entry processes; design of market growth strategies; intercultural management and international corporate management; and the carrying out of market exits. Supplemented with case studies, the tools and solutions in *Global Market Strategies* provide international managers with the requisite know-how for success in all markets and industries.

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