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Global Marketing and Global Human Resources Management - Internationale Unternehmensführung

By Lena Schmidtman

Grin Verlag Apr 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2004 in the subject Business economics - Business Management, Corporate Governance, printed single-sided, grade: 1,7, University of Applied Sciences Fulda, 3 entries in the bibliography, language: English, abstract: 1. IntroductionThe moving of the business world into an interdependent global economic system is referred to as globalization1. The principal goal of a globalization strategy is successful economic development in different countries, but we see also the influence of the globalization process on social, political and culture life. One of most difficult barriers for this process is cultural values and norms of civilisations. Despite of process of market and production globalization and as of world modernisation that could guide to universal civilisation, the countries are different, because their evolution process and culture are different. Even if there is no reason to think, that these differences bring to conflict between civilisations in future, it is necessary to know, that making contact between various cultural societies demands great effort.In following paper we will discuss about a global marketing management, a new-product development and implementation at the...



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