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	Autore	Caramaschi, Enzo
	Titolo	Critiques scientifiques et critiques impressionnistes: : taine, brunetiere, gourmont / Enzo Caramaschi
	Pubbl/distr/stampa	Pisa : Goliardica, 1963
	Descrizione fisica	160 p. ; 20 cm
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2.	Record Nr.	UNINA9910787114903321
	Autore	Steenhuis Harm-Jan
	Titolo	International operations : how multiple environments impact productivity and location decisions / / Harm-Jan Steenhuis
	Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2015
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	Descrizione fisica	1 online resource (178 p.)
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-- Index.

Sommario/riassunto

Provides a comprehensive discussion of the factors that affect international operations. International operations can involve sales and production activities. Companies are often too optimistic about the productivity of international sales, that is, overestimate the development of international markets. Companies are also often too optimistic about the productivity of international production, that is, underestimate the costs and efforts involved. This leads to disappointing results or divestment of international operations.
