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Autore	Schorsch Martin
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Sommario/riassunto	In a time when everyone talks about Russia as an emerging market with huge possibilities, many German companies tried to enter. What have been their experiences? Which was their strategy to enter the market? Did they succeed? The present study is primarily based on first hand accounts. After a comprehensive overview on the economical, legal and social framework in Russia, the author summarizes the result of 23 extensive interview with decision makers from German companies.