

1. Record Nr.	UNINA9910459496303321
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Titolo	Market entry strategies for Russia [[electronic resource] ] : a comprehensive survey based on expert interviews // Martin Schorsch
Pubbl/distr/stampa	Hamburg, : Diplom.de, 2009
ISBN	3-8366-1469-3
Descrizione fisica	1 online resource (101 p.)
Disciplina	382.0947
Soggetti	Export marketing - Russia Industries - Russia Industrial organization - Russia Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from cover.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Market Entry Strategies for Russia; Table of Content; List of Tables; Executive Summary; 1. Introduction; 2. Methodology; 3. Trade relations and investment environment; 4. Legal framework for investment into Russia; 5. Social Environment for Market Entry; 6. Market entries of German companies; 7. Conclusions; 8. Appendix; 9. Bibliography; Autorenprofil
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.