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Descrizione fisica	1 online resource (277 p.)
Altri autori (Persone)	KuadaJohn E TesarGeorge
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	An assessment of external environments for enterprises diagram -- African harvest biotech foundation international : biotechnology and information technology fighting hunger in Africa / Charla Griffy-Brown, Danny Hooten, and Florance Wambugu -- Cultural challenges in social marketing condoms in Malawi / Jayati Ghosh, Maureen Chirwa, and Ezekiel Kalipeni -- Will privatization save nigerian rail transport system? / Robert Madu and John Kuada -- Perspectives on executive and managerial strategies and operations -- Diagram -- Matunda Mema : Tanzania's SME processor of dried fruits / Daniel Wilson Ndyetabula -- Watatu Co. Ltd : managing growth : entrepreneurs' tendencies and their impact on joint venture / Tumsifu Elly -- The Kenyan milk market : growth enabling policies and strategies / John Kuada -- Executive and managerial strategic action on the enterprise level -- Diagram -- Marketing South African wines in Denmark : case of Botriver winery / Hamid Moini and John Kuada -- FAO Somalia and Terre Solidali : international cooperation and cross-cultural marketing / Vittoria Marino and Mario Testa -- Effort school or more effort? / Fred

Mugambi Mwirigi -- Marketing action diagram -- Danso fruit drinks (DFD) Ghana Limited / John Kuada -- Kaskazi network Ltd (A) / Lisa Mwezi Schuepbach -- Jecures Sanita Chemical Company / Frederick Ahen and Peter Zettinig -- Marketing rewards and executive and managerial control diagram -- Kaskazi network Ltd (B) / Lisa Mwezi Schuepbach -- Alfa irrigation technology : a lack of executive control and marketing strategy / George Tesar -- Ghana craft company / John Kuada -- Conclusion -- Integrated model diagram -- Strategic planning diagram -- Bibliography -- Web resources.
