

1. Record Nr.	UNINA9910828137803321
Autore	Zhuplev Anatoly <1948-, >
Titolo	Doing business in Russia : a concise guide . Volume II // Anatoly Zhuplev
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2017
Edizione	[First edition.]
Descrizione fisica	1 online resource (xx, 250 pages) : illustrations
Collana	International business collection, , 1948-2760
Disciplina	338.947
Soggetti	Investments, Foreign - Russia International business enterprises - Russia Russia Commerce 21st century Russia Economic conditions 21st century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Russian regions: business dynamics and attractiveness -- 2. Small business, entrepreneurship, and business venturing in Russia -- 3. Russian business culture -- Appendix I: Information sources on doing business in Russia -- Appendix II: Skill development exercises and cases on doing business in Russia -- Index.
Sommario/riassunto	Russia is the world's largest geographic area, major economy, and important power in the global political-economic landscape. Over the past quarter century, following the landmark dissolution of the U.S.S.R., Russia has become a premier global marketplace despite remaining enigmatic and challenging. The book strives to serve as a concise guide in understanding Russia from an international business perspective. You will learn about strategic issues, business drivers, pros, cons, costs, and risks of international expansion. The coverage includes analytical tools, practical applications, sources of information, and assistance in international business research. These are followed by Russia's macroeconomic profile, drivers, strategic strengths and weaknesses in the comparative global context, including its international market attractiveness and primary opportunities for U.S. companies. The book examines Russia's main industries, their profiles, dynamics and business attractiveness, consumer trends, and marketing

strategies. The discussion of Russia's regions covers regional subdivisions and economic profiles with the focus on the city of Moscow commanding top attractiveness from the domestic and international business perspective. The book covers the drivers and trends of the Russian small business sector and entrepreneurial business venturing. Despite the onslaught of capitalism and globalization, Russia retains its relationship-driven culture. The book provides insights in Russian culture by evaluating the determinants of Russian culture, its national profile in major global cross-cultural studies, and practical cultural applications in business, negotiations, and communications. The book's pedagogy includes critical information sources and skill development exercises and cases on doing business in Russia.

2. Record Nr.	UNINA9910822620503321
Titolo	Shiga toxin-producing Escherichia coli (STEC) and food : attribution, characterization, and monitoring : report // World Health Organization
Pubbl/distr/stampa	Rome : , : Food and Agriculture Organization of the United Nations, , [2018] ©2018
ISBN	92-4-069909-0
Descrizione fisica	1 online resource (xx, 152 pages) : illustrations, maps
Collana	Microbiological risk assessment series ; ; 31
Disciplina	616.926
Soggetti	Escherichia coli infections
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia