

1. Record Nr.	UNINA9910828544403321
Titolo	Services--the export of the 21st century [[electronic resource]] : a guidebook for US service exporters // Joe Reif ... [et al.] ; originally compiled by Kirsten M. Ditterich, Mitch G. Larsen, Robert A. Ostrea, Jr
Pubbl/distr/stampa	San Rafael, Calif., : World Trade Press, c1997
Descrizione fisica	180 p. : ill
Altri autori (Persone)	ReifJoe DitterichKirsten M LarsenMitch G OstreaRobert A
Disciplina	658.8/48
Soggetti	Service industries - United States - Marketing Export marketing - United States Foreign trade promotion - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"A joint publication of the Northern California District Export Council and World Trade Press."
Nota di bibliografia	Includes bibliographical references (p. [167]-173).