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Sommario/riassunto	The publication discusses various strategies employed by Polish enterprises when expanding into foreign markets. The authors have characterized this process, placing particular emphasis on specifying the motives, assessment methods, target market selection criteria, geographical determinants, as well as marketing activities and effects of international expansion of companies. The topics have been presented as a result of literature-based and primary research on a sample of Polish enterprises representing various industries. The monograph also includes several case studies related to the internationalization of Polish companies.