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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
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Soggetti	Investments, Foreign - Russia International business enterprises - Russia Electronic books. 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.	UNIORUON00379762
Autore	NI, Wei
Titolo	'Minzu' xiangxiang yu guojia tongzhi : 1928-1948 Nanjijing zhengfu de wenyi zhengce ji wenyi yundong / Ni Wei
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ISBN	75-320-8663-1
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Soggetti	LETTERATURA CINESE - CULTURA NAZIONALE E MODERNISMO
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