

1. Record Nr.	UNISA996215641103316
Autore	Herbig Paul A.
Titolo	Handbook of cross-cultural marketing / / Paul A. Herbig
Pubbl/distr/stampa	New York : , : Routledge, , 2013
ISBN	0-7890-0285-X 1-315-86549-1 1-317-95786-5 1-317-95787-3
Descrizione fisica	1 online resource (392 p.)
Disciplina	658.8/48
Soggetti	Marketing Export marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"First published 1998 by The Haworth Press, Inc."--T.p. verso.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. Premarketing -- pt. 2. Marketing -- pt. 3. Postmarketing.
Sommario/riassunto	Going global can be risky business if you don't divest yourself of your ethnocentric thinking. You have to take into consideration your new market's language, work schedules, tastes, lifestyle choices, and cultural associations, and this is the book to help you do that! Handbook of Cross-Cultural Marketing shows you how to sensitize your marketing approaches to the cultural norms and taboos of other societies, as well as the importance of demonstrating an interest in and appreciation of different cultures. Designed to assist both American and foreign companies, Handbook of Cross-Cultu

2. Record Nr.	UNINA9910812802903321
Autore	Cooper James
Titolo	A diplomatic meeting : Reagan, Thatcher, and the art of summitry / / James Cooper [[electronic resource]]
Pubbl/distr/stampa	Lexington : , : University Press of Kentucky, , [2021] ©2021
ISBN	0-8131-5437-5
Descrizione fisica	1 online resource , 1 online resource
Collana	Studies in conflict, diplomacy, and peace Kentucky scholarship online
Disciplina	658.456
Soggetti	Presidents - United States - Professional relationships Prime ministers - Great Britain - Professional relationships Summit meetings - History - 20th century United States Foreign relations Great Britain Great Britain Foreign relations United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Also issued in print: 2021.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Before Power, 1969-1981 -- A Political "Special Relationship," 1981 -- Conflicts at Home and Abroad, 1982 -- Reelections, 1983-1984.
Sommario/riassunto	Drawing on a host of recently declassified documents from the Reagan-Thatcher years provides an innovative basis to understand the development and nature of the relationship between the two leaders.