



## Global Jumpstart: The Complete Resource Expanding Small And Midsize Businesses (Paperback)

By Ruth Stanat, Chris West

INGRAM PUBLISHER SERVICES US, United States, 2000. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.For businesses large and small, a global marketplace represents a source of great promise, and peril. While trade barriers have come down, and advances in communication and information technology have made new markets accessible as never before, one false move can spell disaster, especially for small and midsize companies. Nevertheless, with a combination of ambitious vision and careful planning, even the smallest businesses can expand far beyond their home country's borders. In Global Jumpstart, Ruth Stanat and Chris West draw on their many years of experience helping companies of all sizes expand into new markets to offer entrepreneurs a complete, step-by-step guide to launching a global strategy that will minimize risk, make the best use of their skills and resources, and capitalize on opportunities. Applying rigorous field-tested research and information-gathering techniques and citing the most current resources, Stanat and West present a comprehensive and immediately practical program for establishing a global mindset, undertaking market research, building competitive intelligence, assessing customer needs, and evaluating a wide variety of options for expansion, from, exporting to franchising to strategic alliances and joint ventures. The book also features...

DOWNLOAD



READ ONLINE

### Reviews

*The most effective book i ever read through. it had been writtern quite flawlessly and valuable. I am just happy to let you know that here is the very best publication i have got read through during my individual daily life and may be he greatest pdf for ever.*

-- Prof. Adonis Rodriguez

*Comprehensive information for publication fans. I have got read and i am confident that i am going to likely to go through once again once again in the foreseeable future. I am just very happy to let you know that this is actually the greatest book i have read in my very own existence and could be he finest book for at any time.*

-- Clair Windler