

Developing international strategies: going and being international for medium-sized companies

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Abstrak

The internationalization of the human society and mainly of the economy will continue. It will create threats but also big opportunities to most companies. This is where the book makes its contribution, putting forward suggestions for medium-sized companies to become a winner of internationalization. After a comprehensive introduction to internationalization and to strategic planning, concrete recommendations are made. The book first looks at going international for new markets. Then it shows how to develop an internationalization strategy for production and sourcing. Finally strategic planning in an international company is explained.