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Management international

Synthétique et opérationnel
• L'essentiel des connaissances
• Tous les outils indispensables
• Tous les indicateurs incontournables

Vuibert

Le management international est un enjeu crucial pour toutes les entreprises, dans le contexte de la globalisation des marchés. Il devient fondamental de s'y préparer et de l'aborder sous ses différents aspects : stratégique, marketing, financier, ressources humaines. Face à la montée des puissances émergentes, aux progrès dans les technologies de l'information et de la communication, de nombreux défis se posent pour les organisations.

A partir de points théoriques et d'illustrations d'entreprises, ce livre apporte les clés de compréhension du management international, et présente les outils qui lui sont liés.

Le public

Etudiants de cycle Licence ou Master qui suivent des cours de management international, de stratégie internationale, de management stratégique, de management interculturel, de marketing international et de RH internationales.

Dirigeants et managers de firmes multinationales et de PME internationales ou qui souhaitent s'internationaliser.

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