Migatronic Service Manual

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Mergent International ManualSmaller Manufacturing Enterprises In An International Context: A Longitudinal ExplorationWorld Scientific
This book provides an overview of approaches to internationalization as experienced by smaller manufacturing enterprises over a relatively long period of time — the 35-year period from 1974 to 2009. The original research on which this study is based dates back to the mid-1970s, when academic interest in export studies, market entry modes, and internationalization approaches, among others, have their origins. With practical examples of companies from both inside and outside the USA, readers will be able to understand how smaller manufacturing enterprises approach the world of international commerce, how they prepare themselves for it, and what really draws them into the world of international commerce./a
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