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Cada vez más las empresas no sólo tienen que exportar, sino abrir sucursales en otros países con otros modelos de negocio, otras costumbres, culturas y otra legislación. Cada vez más se pide de los altos y medios ejecutivos que sean capaces de dirigir no solo un equipo local sino también a equipos ubicados en distintos países del mundo. Todo esto requiere de un especial entrenamiento y, sobre todo, de fijarse en determinadas circunstancias peculiares de cada lugar. En este libro, sus autores, ambos expertos con trayectoria internacional en distintos países, brindan teoría y casos prácticos reales para ayudar a entender todos los problemas a los que se puede enfrentar el ejecutivo actual.

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