

Czinkota

## Adjusting to the New World Economy

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Professor Czinkota shares with us his practical insights into the modern world trading system and the complexities that exist within. It provides an invaluable framework for future global leaders in their endeavors to solve global trade crises and find opportunities for furthering the free flow of goods and services across borders. It is rare to find such practical insights into the rationale of why the world is what it is today and makes for some interesting guidance for the future. Anyone who reads this book will be better equipped to tackle the challenges of operating in the world economy and working their way out of conflicts. The book also addresses the weaknesses present in current world structures, such as the World Trade Organization and its inability to suppress China, guiding the reader on how to achieve business success in a world of instability and diplomatic tensions. The concept of Curative International Marketing is a unique framework fathered by Professor Czinkota and is deeply explored in this book.

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**27,50 €**

25,70 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

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**Artikelnummer:** 9781637421932

**Medium:** Buch

**ISBN:** 978-1-63742-193-2

**Verlag:** Business Expert Press

**Erscheinungstermin:** 01.07.2022

**Sprache(n):** Englisch

**Auflage:** Erscheinungsjahr 2022

**Produktform:** Kartoniert

**Gewicht:** 156 g

**Seiten:** 105

**Format (B x H):** 150 x 226 mm

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Neumannstraße 10, 40235 Düsseldorf | [kundenservice@fachmedien.de](mailto:kundenservice@fachmedien.de) | 0800 000-1637 (Inland)

04.08.2024 | 21:14 Uhr

