



# Winning in the Global Market: A Practical Guide to International Business Success

Bruce D. Keillor

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# Winning in the Global Market: A Practical Guide to **International Business Success**

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Achieving success in the global marketplace is now a little easier thanks to this practical and comprehensive guide.

- Scorecards that can be used to analyze and assess the reader's individual firm
- An appendix of resources that will help firms identify and access the most helpful outside sources for international business information and assistance



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