

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$247.90

Editorial:

Año: 2013

Tema:

Edición: 2ª

Sinopsis

ISBN: 9780198089407

Contains export documents at appropriate places to exemplify documentation

Contains specific chapters on regional/country markets that provide an insight into the business, political, economic and legal environment of the host region/country

Provides end chapter questions to test the reader's understanding as also interesting exercises to put learning into practice

Includes a Test Your Knowledge section at the end of the book

Includes case studies

Two new chapters on Incoterms and the World Trade Organisation (WTO)

New cases related to exporting challenges, exporting dilemma, and export procedures