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Lo internacional está de moda. Nos encontramos en un momento crítico en el que la empresa española busca una salida hacia mercados nuevos. A partir de la experiencia de los autores que han participado en su redacción y con un lenguaje sencillo, este Manual busca desarrollar las capacidades y habilidades de los profesionales en el área internacional a partir de la innovación y la creatividad, dándoles herramientas y estrategias que los transformen en empresarios y emprendedores capaces de tomar decisiones en un entorno complejo y global, de coordinar equipos multiculturales, con una orientación exterior de los negocios, equipados para detectar nuevas tendencias y nuevos mercados y saber sacar partido de ello.

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