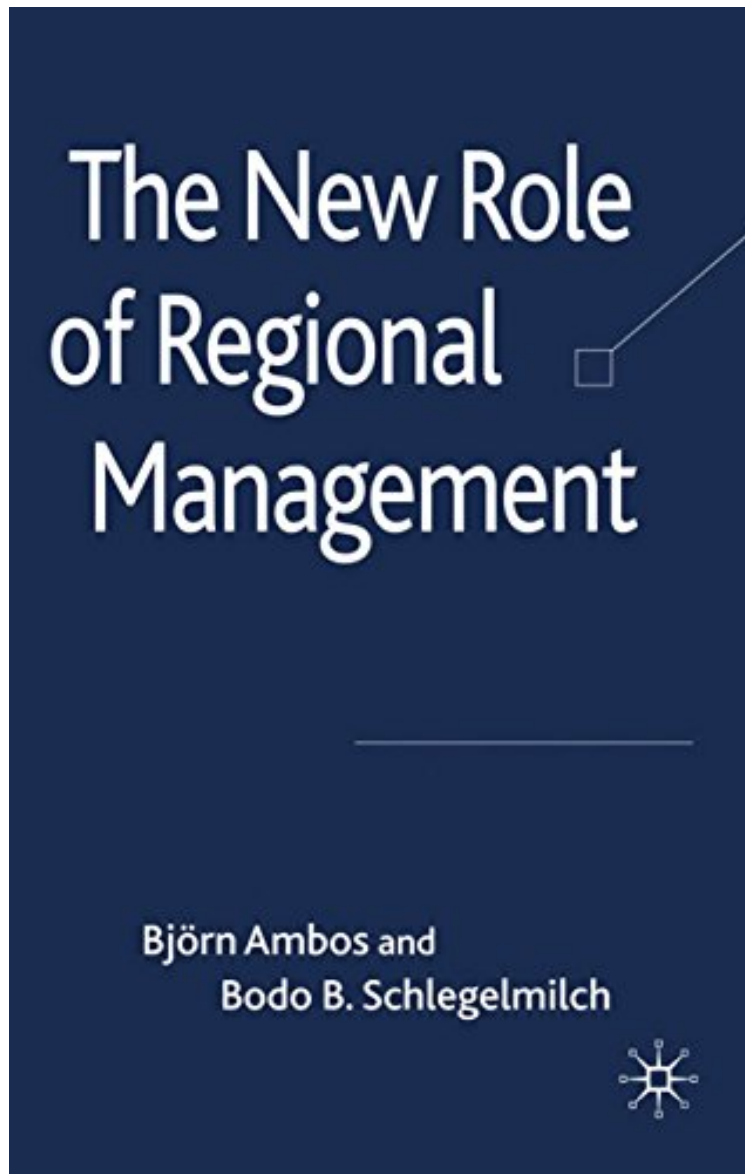


The New Role of Regional Management

B. Ambos, B. Schlegelmilch
*audiobook / *ebooks / Download PDF / ePub / DOC*



 Download

 Read Online

#4533195 in eBooks 2009-12-10 2009-12-10 File Name: B00BH5R5QK | File size: 59.Mb

B. Ambos, B. Schlegelmilch : The New Role of Regional Management before purchasing it in order to gauge whether or not it would be worth my time, and all praised The New Role of Regional Management:

Regional management has taken on a new role and is becoming more important. This book explores the challenges of European, US and Asian companies. It outlines how regional headquarters can develop into

Dynamic Competence Relay centers to master these challenges.

About the Author
JOHANNES AMBOS Professor for International Management and Marketing, Vienna University of Economics and Business Administration, Austria.
BODO B. SCHLEGELMILCH Professor for International Marketing and Management, Dean of the WU Executive Academy, Vienna University of Economics and Business Administration, Austria.