



Sustainable Growth in Global Markets: Strategic Choices and Managerial Implications

Rajagopal

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Sustainable Growth in Global Markets: Strategic Choices and **Managerial Implications**

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Sustainable Growth in Global Markets: Strategic Choices and Managerial Implications Rajagopal Sustainable Growth in Global Markets provides a comprehensive introduction to the concept of market and business management outside the domestic market. The book focuses upon the ability to do business in international markets, examining the significance of leadership, building consumer value through innovation and organizational change.



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