



Customer Connectivity in Global Brands and Retailers: With a Focus on Doing Business in Closed Economic Societies

Dr. Russell Zwanka

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The art of doing business in a company's home market is one of strategy, tactics, environmental awareness, intense competition and elicits the need to be quick to respond to external and internal variables. Once a company decides to move outside of its home market, an entirely new set of variables presents itself. Not only does the company need to perform the everyday functions of buying and selling goods or services; but it now must deal with being further from the home office, trying to attract a local consumer that may not inherently trust a company from the outside, and it must also understand the local employment situation and unique nuances of the local workforce. Having mastered those previous situations, the skills and experience are pushed to their limits in a foreign country with a closed economic environment. Follow the gameplan for a transition to an open economy in Cuba. A step by step guide based upon best practices from some of the most successful companies in the world! Find the plan in chapters 20, 21, and 22. Get it today!

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