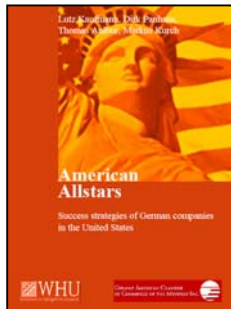


Book information



Lutz Kaufmann, Dirk Panhans, Thomas Aulbur, Markus Kurch

American Allstars

Success Strategies of German companies in the United States

2005, ca. 200 pages hardcover, in English, EUR 29.90, ISBN 3-938877-02-2

Contents:

- Novel framework of international expansion strategies
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- Industry overviews and numerous company case studies from automotive, mechanical engineering, electronics, chemical and pharmaceutical industries
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