



Small Company. Big World.: You, Too, Can Take Your Small Business Global

William H. Frost

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Few books exist that have been written for SMEs (Small and Medium Enterprises) by practitioners. This is one. The author has worked with close to 500 SMEs over the past 30 years. The book is dedicated to those SMEs who are curious about internationalizing their business. There are millions of SMEs, especially in large countries like the USA that are not international but can easily manage to be so. The book will tell them why being international is a good thing for their business. But its aim is really to take them beyond this knowledge. Its aim is to make them international practitioners too. The book shows how SMEs can develop their business abroad in a practical, hands-on manner. It is written not for the academic world, but for people who need to act. This is a how-to book with clear guidelines and real cases. It is straightforward, irreverent and fun to read.

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