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VIRAL CONTENT IDEAS

FOR SMALL BUSINESS
OWNERS & CREATORS



Detailed Viral Content Ideas Guide For Small Business

Karen Y. Bryant



Detailed Viral Content Ideas Guide For Small Business:

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Going Global Susan C. Awe, 2009-08-25 This title helps small and medium sized enterprises discover the advantages and disadvantages of international business and plan their entry or expansion strategies In an age where globalizing a business has gone from an innovation to an imperative how can entrepreneurs make sure their small and medium sized enterprises SMEs are set up for maximum worldwide reach from the very beginning *Going Global An Informational Sourcebook for Small and Medium Sized Businesses* is an extraordinary resource that points the way to a wealth of available print and web resources for helping SME owners research their international sales potential *Going Global* offers separate chapters on such critical topics as how to do a business plan how to analyze the competition and the market how to find foreign customers how to set up an international business how to manage a global business and how to use the Internet to its fullest No matter what stage of entering international trade a company is in its owners managers and stakeholders will be able to quickly and easily find the information and expertise they need to compete in a world based economy

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