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RED BIOTECHNOLOGY IN GERMANY



Grin Verlag. Paperback. Condition: New. 28 pages. Dimensions: 8.5in. x 0.1in.Studienarbeit aus dem Jahr 2010 im Fachbereich BWL - Sonstiges, Note: 1, 9, Stuttgart Institute of Management and Technology, Veranstaltung: International Management, Sprache: Deutsch, Anmerkungen: This academic paper in the course of international management deals with a UK based fertility treatment company entering the German red biotechnology market. It serves as a great example presenting different factors - from socio-cultural, economical, technological to political ones - that arise

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