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AU CONTRAIRE: FIGURING OUT THE FRENCH



Nicholas Brealey Publishing, 2000. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: When Coca-Cola entered the French market with a hard-core bottom-line management style, they were met with boycotts in cafes and supermarkets. At the launch of Euro Disney in Paris, Mickey Mouse was greeted by angry protestors hurling tomatoes and eggs. As a culture, the French are fiercely independent yet romantic, conservative yet avant-garde, rational yet emotional.Written for anyone interested in or interacting...

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- Authored by Asselin, Gilles; Mastron, Ruth
- Released at 2000



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