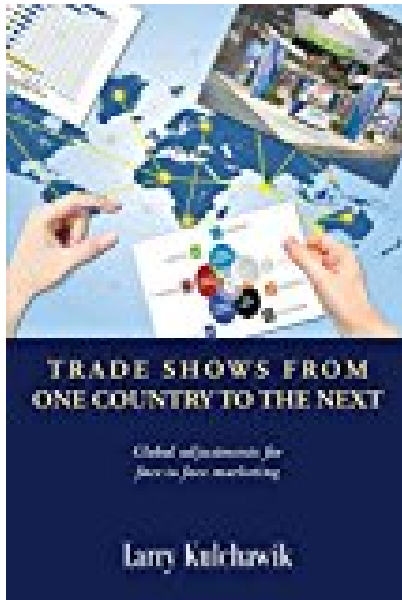


Trade Shows From One Country To The Next



BOOK DETAILS

- Author : Larry Kulchawik
- Pages : 594 Pages
- Publisher : Page Publishing, Inc.
- Language : English
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BOOK SYNOPSIS

"Trade Shows from One Country to the Next" delves into international marketing, with a focus specifically on global trade show differences and distinctions. Rather than concentrate on details about marketing per se, this book focuses on the needed adjustments-mental, physically and otherwise-when marketing a product/service through tradeshow from one country to the next. Although dedicated to trade show exhibit architecture and behavior, much of the information contained in this book also speaks to effective communication skills required when spending a week or less marketing a product in a foreign country. After forty-three years in the international trade show arena, the author shares his thoughts and the comments obtained from world-wide experts in the countries outlined. No one person or company is the expert everywhere in the world. There is no right way or wrong way-there is only a different way. This book will appeal to not only exhibit managers, show organizers, venues, and exhibit suppliers, but to those who market anything on a global scale. Effective communication is key!

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