



Business-Knigge Iran (German Edition)

Michael Gorges

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Der Iran ist der wachstumstärkste Markt im Mittleren Osten und traditionell einer der wichtigsten Handelspartner Deutschlands in der Region - ein Land mit enormen Investitionsmöglichkeiten. Für eine erfolgreiche und dauerhafte Positionierung auf diesem Markt ist eine genaue Kenntnis der persischen Geschäftskultur ein absolutes Muss. Michael Gorges hat mehrere Jahre in leitender Funktion in einem iranischen Unternehmen gearbeitet und kennt die dortigen Verhältnisse aus eigener Anschauung. In seinem Business-Guide zeigt er, wie man mit landestypischen Verhaltensregeln, Verhandlungsstrategien, Arbeitsabläufen und Kommunikationsstilen gekonnt umgeht. Durch zahlreiche Beispiele aus der Praxis und wertvolle Hintergrundinformationen zu Geschichte und Kultur hilft dieser Ratgeber, den Einstieg in das Iran-Geschäft zu optimieren und Geschäftsbeziehungen langfristig zu pflegen.

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