

Maikl Sosnin

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# **Creating global brand, 0 part**

Leadership research  
institute

Maikl Sosnin

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Leadership research institute**

«Издательские решения»

**Sosnin M.**

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For any manager of any position from a general manager in regional companies or a regional manager in international companies. Basic knowledge to understand how modern international business work.

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# **Creating global brand, 0 part Leadership research institute Maikl Sosnin**

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## General

This book was for the first time created to show basic lines in modern international business to all groups of managers.

Many things was changed in 20 century.

Business become global.

World become global.

Human become global.

In reality if your business has operates only in a regional market – this book is also useful.

Why?

Well...because your partner, supplier or future investor can be a global corporation.

Because today any business of any size is a global company.

Globalization is not about agree or not agree.

Globalization is about know basic rules of the process and become part of it.

There are many very good books that was written by famous guru of management, famous billionaires or international pop singers.

All these books have only one idea – we live in a global world.

What exactly does it mean?

Imagine when you are 5 years old and playing in a kindergarten.

With 5 other boys.

You making castle from sand, so you are the boss.

One boy bringing sand, second put it in a right way, third – making clean road for the second and fourth boy looking about nobody to destroy your castle.

Remember?

Of course if you are reading the book like this you all the time was the first boy, the boss.

What is changed today?

Your security are from Russia, sand from Sahara, cars that operating with sand from china, cleaning service is from Belgium.

## **Конец ознакомительного фрагмента.**

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