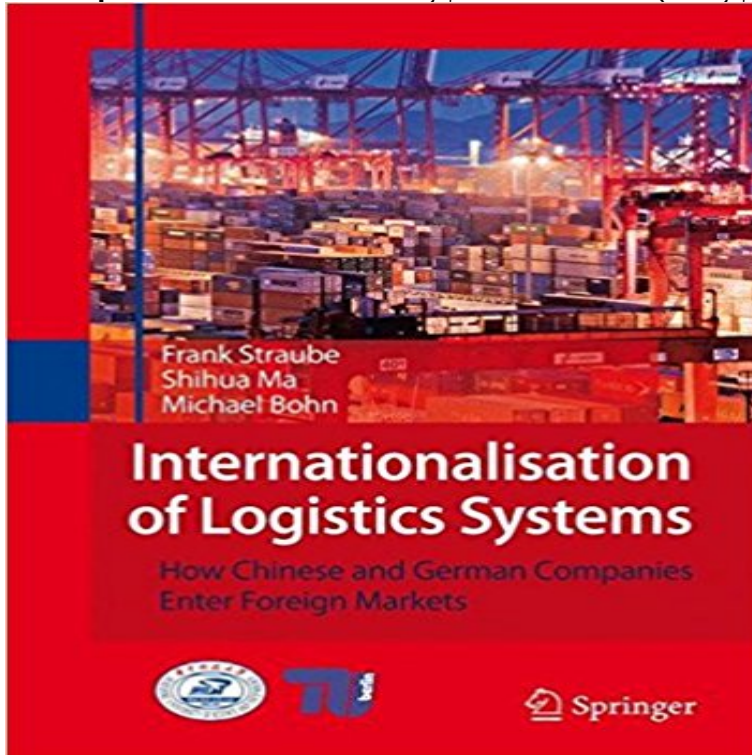


Internationalisation of Logistics Systems: How Chinese and German companies enter foreign markets (English and Chinese Edition)



Over the past decades the world economy has reached an unprecedented level of global integration. As markets are being liberalised and trade barriers continuously being removed, companies are in an ongoing process of internationalisation. For the internationalisation of business activities, Global Logistics Systems play a significant role. The motivation of this survey is to review companies internationalisation procedures from a logistics perspective. This is one of the first comprehensive surveys on global logistics. The poll which forms the basis of the analysis was carried out simultaneously in China and Germany.

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