



# Winning in the Global Market: A Practical Guide to International Business Success

*Bruce D. Keillor*

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International opportunities are not limited to the *Fortune* 500. *Winning in the Global Market: A Practical Guide to International Business Success* is a resource that will enable firms of all experience levels to explore the possibilities international markets hold and, if they are already engaged, to improve current international operations.

Practical and easily understood, the guide synthesizes well-established approaches to global business best practices and shares the most cutting-edge ways of dealing with today's dynamic international business environment. Readers are shown how to conduct an international SWOT analysis that can spell the difference between failure and success and are taken sequentially through issues that must be addressed to compete in the international arena. Regardless of a firm's current status, the book will prove invaluable in answering four critical questions: which market, or markets, to enter (or continue in); when to do so; what the scale or scope of entry should be; and when it is appropriate to make changes.

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