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operation—” you ’ re dealing with a lot of moving parts, ” Nicola illustrates. On the international consulting trip on her EMBA at Smurfit, Nicola saw the impact on a business when these moving parts don ’ t line up. She spent a week on the ground at a toy manufacturer in Lisbon, where there had been ...

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5 Biggest Trends Impacting International
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states have unique government systems,
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international business is decidedly more complex than business that operates exclusively in domestic markets.

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