



Außenhandel: Grundlagen globaler und innergemeinschaftlicher Handelsbeziehungen (Springer-Lehrbuch) (German Edition)

Clemens Büter

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Der Band bietet eine strukturierte Einführung in die allgemeinen Zusammenhänge und alle kaufmännischen Tätigkeitsbereiche des Außenhandels. Sowohl der Ordnungsrahmen für die Handelsbeziehungen zwischen den Mitgliedsstaaten der Europäischen Union als auch im Handel mit Drittstaaten wird erläutert. Darauf aufbauend werden die Erscheinungsformen des Außenhandels sowie das Außenhandelsmarketing behandelt. Die 2., überarbeitete Auflage enthält zu jedem Kapitel Fragen und Übungsaufgaben, die der Vertiefung des Lehrstoffs dienen.

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