

SOLUTIONS FOR TEST OF SUPREM PENETRATION ABILITY OF COMPETITORS ON INTERNATIONAL MARKETS

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ABSTRACT: Globalization is a phenomenon that occurs extensively in the current period. This process entails extensive and the need to consider that entities survival depends on the ability to access external markets. The paper forms by diagnosis internationalization of entities pretense ways of access external markets, of course each with strengths and weaknesses. I considered that such a measure is useful to any entity that and NNRTI survival wants a competitive environment bitter.

Key words: globalization, entities survival, competitive ability, strategy

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