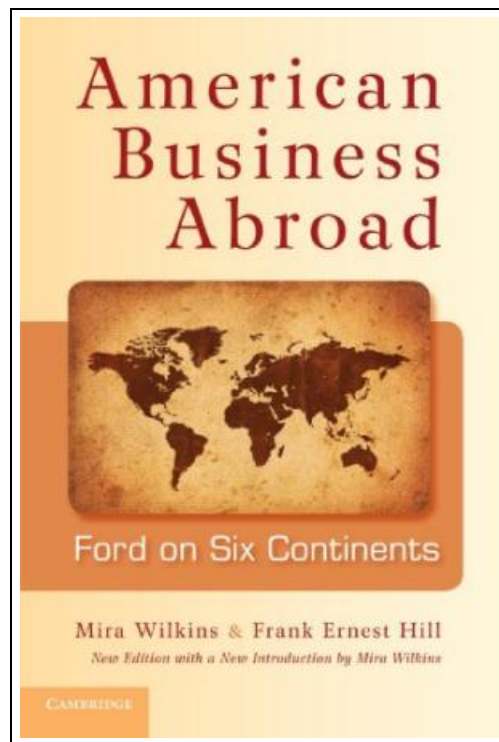


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Reviews

Thorough guide! Its this sort of excellent read. It is really simplified but unexpected situations in the 50 % in the book. You are going to like just how the blogger create this publication.

(Prof. Lela Steuber)

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CAMBRIDGE UNIVERSITY PRESS, United Kingdom, 2011. Paperback. Condition: New. Updated edition. Language: English . Brand New Book ***** Print on Demand *****.American Business Abroad: Ford on Six Continents documents the first sixty years of Ford Motor Company's international expansion. Ford Motor Company introduced Americans to the first affordable car. Based on Ford's extraordinary company archives, this book traces the company's rise as a multinational enterprise. Following the export of the sixth car produced by the company, Ford opened its first plant abroad in its second year of business and quickly expanded around the world, building a business that by the mid 1920s spanned six continents. It faced wars, nationalism, numerous government restrictions and all the perils of operating across borders. First published in 1964, this book has lasting value in reminding readers of the long and uneven path of globalization. This new edition includes a new introduction by the author examining the impact and legacy of the study. It remains a major contribution to global economic history. In addition, Ford's history offers useful lessons today for both participants in the global economy and students of international business.

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