



International Business in the Future

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In This Chapter:

- ◆ Your input for future books
- ◆ Future markets and customers
- ◆ Future production and services
- ◆ The future in marketing and education
- ◆ The customer of the future

I hope you enjoyed the book and now feel more prepared to start or accelerate the growth of your business on the global market. Because the market will continue to change, your activities have to do so as well. To keep up to date with new developments in international business, you must commit to continuous learning.

Whether you are working in a company expanding into new markets or are a student with plans to join a company doing international business, you will have the benefit of experiencing new cultures and new markets. One day, you will be able to say proudly on your company's website, "Our products are available in over 30 countries."

No book can ever be perfect or suit all the needs of every reader. My hope is that since you've reached this point, you will have gained fresh insights into the global marketplace.

- ◆ What did you like in the book?
- ◆ What can be improved?