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company in North America. From the beginning, CaptiveAire's story is not a typical one. Forged by Bob Luddy during a growing recession, with little capital, and as a newcomer to the region-his startup should not have survived,

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much less taken the trajectory it has had. In these pages, Luddy shares some of the values he learned as one of eight children in a "hard-scrabble, can-do" family and details his take on the type of leadership, innovation, financial

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management, and marketing strategy that has spurred his manufacturing company to grow at a remarkable pace over the course of forty-plus years at the helm.

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enterprises (MNEs) as well as small and medium scale enterprises (SMEs), mainly exporters, which make up the vast bulk of firms involved in international business in the Australasian region. International Marketing, 6e



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your company  
and yourself, by  
meeting your  
own needs and  
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zone ("V-  
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important overlap  
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