

International Business Strategy: Business Expansion

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2026-07

Synopsis

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inLanguage	english

High Noon has established itself within the United States hard seltzer market as a low calorie alcoholic beverage with no added sugar as well as being gluten-free. In this book, we are going to talk about business ideas that may bring High Noon soft drinks to Britain and build a market there! We will analyze the economic factors, marketing in UK, and SWOT model. Let's take a closer look and break down the details of our expansion!

Reader's comments

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