

《交易Le Deal》

图书基本信息

书名：《交易Le Deal》

13位ISBN编号：9780312359034

10位ISBN编号：0312359039

出版时间：2008-8

出版社：中国科学技术大学出版社

作者：J. Byrne Murphy

页数：295

版权说明：本站所提供下载的PDF图书仅提供预览和简介以及在线试读，请支持正版图书。

更多资源请访问：www.tushu000.com

内容概要

在线阅读本书

High-Fashion Adventure

Le Deal is an adventure story involving raw entrepreneurship, high-level politics, and a young American family in foreign lands. It is the true story of Byrne Murphy, a businessman who abruptly moves to Paris with his wife and baby daughter in a quest to reignite his career and his fortunes. He quickly finds himself up against strange and powerful forces for which he is ill prepared.

Just days after landing in France, Byrne reads that the newly installed prime minister has declared a moratorium on all new retail development, apparently snuffing out Byrne's proposed new venture---discount fashion malls---before it's even started. He and his company will engage in a mano a mano struggle with the prime minister (which reaches all the way to France's Supreme Court); encounter a ruthless political ambush in Germany by the soon-to-be chancellor, Gerhard Schroeder; and face a threatening (" Is this the Mafia? ") would-be partner in Italy. Counterbalanced against these are a series of mostly charming encounters with nearly all members of the British Royal Family, capped off by a tour with Her Royal Majesty, Queen Elizabeth II, which nearly ended in a royal embarrassment of epic proportions.

Byrne and his wife, Pamela, experience the joys and risks of living and growing their family in foreign lands. From proposals for dalliances to a harrowing experience with a local and dangerous disease during pregnancy, they are reminded time and again that surprises can be ever present in foreign cultures.

Over eight years the company (McArthurGlen Europe) grew from nothing to generating approximately a billion dollars in sales from 11 centers across Europe. Those efforts created nearly 8,000 jobs, opened 1,500 stores featuring 500 brands, attracted nearly 40 million shopping visits per year, and spawned an array of competitors. In short, an industry.

Along the way, the author learns what he, and Americans in general, do and do not know about life beyond our borders. The book ends with a message about the need for twenty-first-century Americans who work in international affairs to truly take " context " into account; to realize, in our quest to accomplish more in less time, that investing the time to understand the nuances of foreign cultures with which one may be working is a key to prospering in this multicultural, polyglot, interconnected, globalized world.

《交易Le Deal》

书籍目录

Acknowledgments Prologue ONE "Mickey Go 'Ome!" TWO Washington Goes Hollywood THREE
Landfall FOUR Plunging In FIVE Children and Bureaucrats SIX Friends and Rivals SEVEN Two Similar Countries
Separated by.. EIGHT The Minuet NINE Pregnancy and Politics TEN Focus on Troyes ELEVEN Taking
Aim TWELVE Shuttle Diplomacy THIRTEEN The Defining Moment FOURTEEN The Vote FIFTEEN Land
and Church SIXTEEN Boomerang SEVENTEEN Never, Never, Ever Give Up EIGHTEEN The
Call NINETEEN Responding in Context TWENTY Getting Underway TWENTY-ONE
Family TWENTY-TWO Cheshire Opening TWENTY-THREE Opening in Troyes TWENTY-FOUR The
Big Prize TWENTY-FIVE Fallingbostal Ambush TWENTY-SIX Spooks TWENTY-SEVEN Royal
Walkabouts TWENTY-EIGHT A Smoke-Filled Room TWENTY-NINE Dolce Vita THIRTY
Serravalle THIRTY-ONE Moving On THIRTY-TWO Breaking Barriers Epilogue

《交易Le Deal》

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:www.tushu000.com