From West-East knowledge transfer to effective working relationships: Lessons from Commercial Capital S.A.*

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In the process of investing and managing in former Soviet-bloc transition countries, Westerners are exposed to important gaps that must be bridged. Over the last fifteen years and partly through trial and error, CC has developed a comprehensive approach for planning, establishing and managing their investments in these countries by linking mission, goals, organizational structure and organizational culture as components of their overall investment strategy.


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