



# Carry a Chicken in Your Lap: Or Whatever It Takes to Globalize Your Business

*R. William Ayres, Bruce Alan Johnson*

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Recession-hit American companies are sending people overseas in record numbers in search of new business. But sadly around 75 percent of these expats fail, costing an estimated two billion dollars a year. CEOs, vice presidents of international marketing, and HR departments must learn how to choose and educate the right people to send overseas. Beyond helping companies to save money, this book will help save their reputations in foreign markets, strengthen their relations with partners and governments, and increase their sales and brand loyalty. Dotted with dozens of real-life stories gleaned from the authors' globe-trotting experiences, *Carry a Chicken in Your Lap* answers these questions:

- Why do major corporations keep choosing the wrong people for jobs overseas?
- What should they do differently, and how should they do it?
- In addition to the billions of dollars lost, what does it cost a company in terms of public standing in a foreign market when it sends the wrong people?
- What specific damage do the wrong people do and can any of it be corrected? (The answer may surprise you.)

Bruce Alan Johnson's *Carry a Chicken in Your Lap: Or Whatever It Takes to Globalize Your Business* is the resource you need to ensure success overseas.

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