

New Book: Business-Guide Türkei



This book is designed as a compendium of business guide for Turkey. It's included a lot of tips and gives a competent overlook for new investments in Turkey.

This compendium for Turkey concentrates with topics on "Finance, Tax, Law and Human Resources" with a focus on the market in Turkey, which is a subject that has been relatively poorly discussed in business literature. The articles in this book define and analyse all relevant terms related to finance, tax and law and the authors bring a unique practitioners' perspective to the challenges of anticipating, managing and succeeding in Turkish market.

Prof. Dr. Serhat Kutlan, who is serving as a member of the Executive Committee and Chairman of the Accountants Division at GGI, contributes to the book as a editor and writer.

The topics are:

- Business Formation and Business Praxis
- Taxes in Turkey (income tax, corporate tax, VAT)
- Marketing Strategy
- Sales and Distribution Cooperation and Credit Assessment
- Agreement and Employment Law
- Finance and Business Law
- Generally Information about the Turkish Business Culture and Cultural Imperatives

Business-Guide Türkei

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