

Process in action

Approaches to internationalisation - Logoplaste and COLEP CCL

Update

Current information on Logoplaste can be found at the company website:

<http://www.logoplaste.com/>

and Wikipedia also reports latest developments:

<http://en.wikipedia.org/wiki/Logoplaste>

But both of these are probably compiled by the company. A less biased description of how the company operates can be found in an academic paper, summarised at, and accessible through:

<http://www.emeraldinsight.com/Insight/viewContentItem.do;jsessionid=D0F9DC963102CAEA4ED3C5C2B03C8D88?contentType=Article&contentId=1747816>

COLEP CCP website is at:

<http://www.colepccl.com/>