

Chapter 2 - Potential Market Assessment: Determination of Attractive Markets

Organization	Weblink
ABB Asea Brown Boveri	http://www.abb.com/
Airbus	http://www.airbus.com/prehome.asp
Aracruz Celulose	http://www.aracruz.com.br/en/
Boeing	http://www.boeing.com/flash.html
Doppelmayr	http://www.doppelmayr.com
FTAA	http://www.ftaa-alca.org/alca_e.asp
Generali	http://www.generali.it/
Heineken	http://www.heineken.com/
HILTI AG	http://www.hilti.com/
Hyundai Heavy Industries	http://www.hhi.co.kr/Korea/Default.asp
IKEA	http://www.ikea-usa.com/ms/en_US/about_ikea/our_vision/heritage.html
Mercosur	http://www.mercosur.org.uy/
Motorola Corp.	http://www.motorola.com/
Nokia Mobira Oy	http://www.nokia.com/
Novartis	http://www.novartis.com/
OPEC	http://www.opec.org/home/
RSB-Roundtech	http://www.rsb-roundtech.com/
Samsung	http://www.samsung.com/
Wikopedia The Free Encyclopedia	http://en.wikipedia.org/wiki/Image:GDP_per_capita_China_2002.png
Zuegg	http://www.zuegg.it/ita/dd.htm