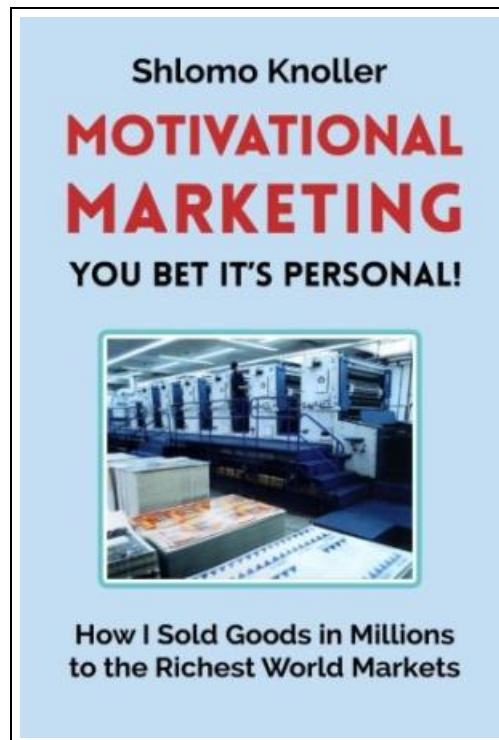


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Samuel Wachtman s Sons, Inc., United States, 2018. Paperback. Condition: New. Language: English . Brand New Book. This inspiring book, made of real-life study-cases, tells the often surprising story of the author s special way in successfully restructuring, managing, and expanding the international marketing activity of industrial companies in Israel, Europe and the United States. Besides, it reflects on the outstanding growth of Israel s economy, which started in 1948 as a small developing country with barely half a million citizens and now boasts cutting-edge high-tech industries that worth billions of dollars export worldwide. The readers, especially those who are trying to follow Knoller s impressive example, will be equally thrilled and amused though also equipped with most useful tools for their own professional challenges. Shlomo Knoller was born in April 1934, to a Jewish family in Berlin. His grandfather owned textile stores in Berlin, but then two of the stores were ravished in a Nazi rally. This brought the man, who had previously fought for Germany in the First World War as an officer, to take his family to Israel, then Palestine Mandate, till the storm blows over. The entire family was saved from extinction due to this fortunate decision. The Knollers lived in Tel Aviv. Shlomo, the third generation, graduated from a Vocational High School, and did his regular army duty in the Nachal program, which combined military service with Kibbutz life. Most naturally, the author joined as a member Kibbutz Yiftach in Upper Galilee, and at age 23 he married Edna, a farmers daughter from Yokne am village, who became his life-partner for over sixty years. They have three daughters and nine grandchildren, and still work their land. A year after their marriage they left the kibbutz and moved to newly-built southern city of Ashdod, a famous...

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