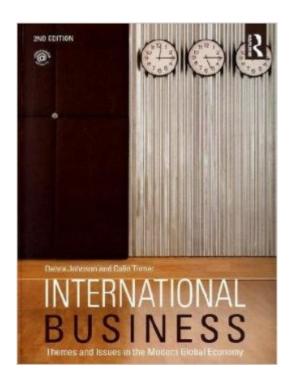
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International Business: Themes And Issues In The Modern Global Economy





Synopsis

This new edition of International Business examines the impact of globalization on key aspects of the business environment. It offers a comprehensive overview of this phenomenon that is altering corporate strategy fundamentally, critiquing the complexities of globalization and its impact on international business. International Business offers a holistic examination of the processes that influence the evolution of strategy in the modern global economy. It is divided into three sections: impact of globalization: how globalization has driven the processes of regional integration and the emergence of transnational governance structures—environmental drivers: how international strategy is shaped and the emergence of internationalized businesses—resource issues: how resources can determine success in the global economy or impede firm evolution. Featuring a wealth of new case studies, updated pedagogy and a fresh new design, this new textbook will prove essential reading for all those studying international business. A companion website provides additional material for lecturers and students alike: www.routledge.com/textbooks/9780415437646.

Book Information

Paperback: 528 pages

Publisher: Routledge; 2 edition (June 19, 2010)

Language: English

ISBN-10: 0415437644

ISBN-13: 978-0415437646

Product Dimensions: 7.4 x 0.8 x 9.6 inches

Shipping Weight: 2.5 pounds (View shipping rates and policies)

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