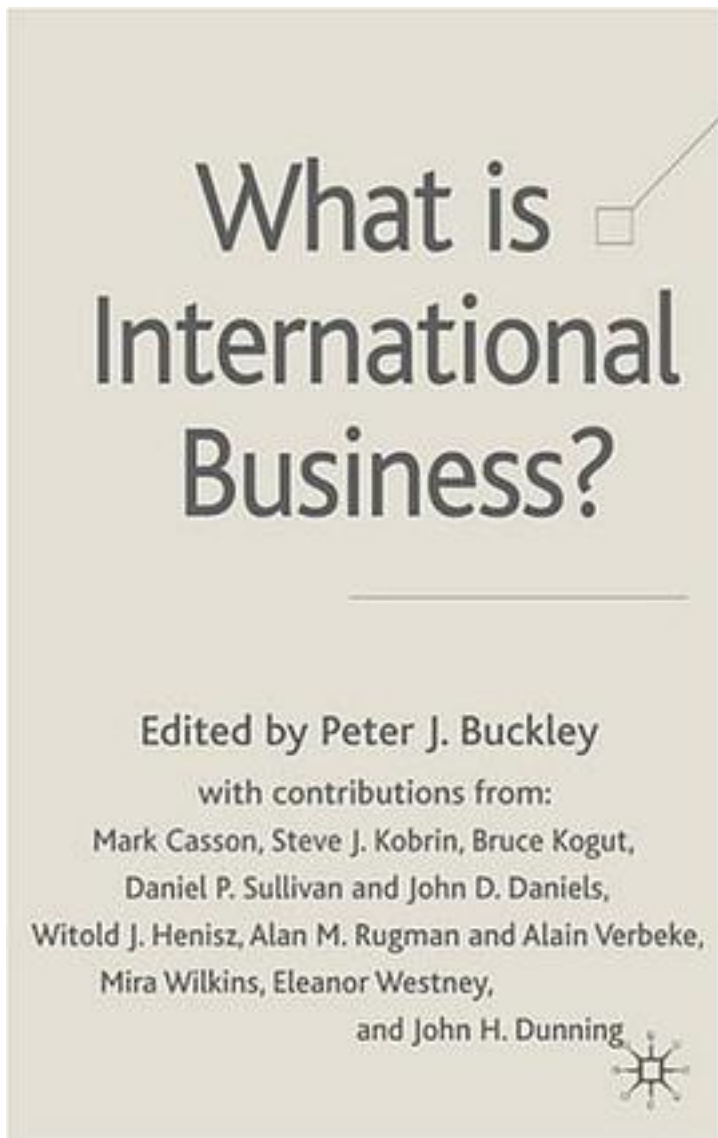


What Is International Business?



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What is international business? Is the international business research agenda running out of steam? These and other key questions are answered in this influential book which points to a definitive statement on International Business. Bringing together a variety of different perspectives, this book is a collection of the latest thinking from eminent scholars on the question of international business.

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