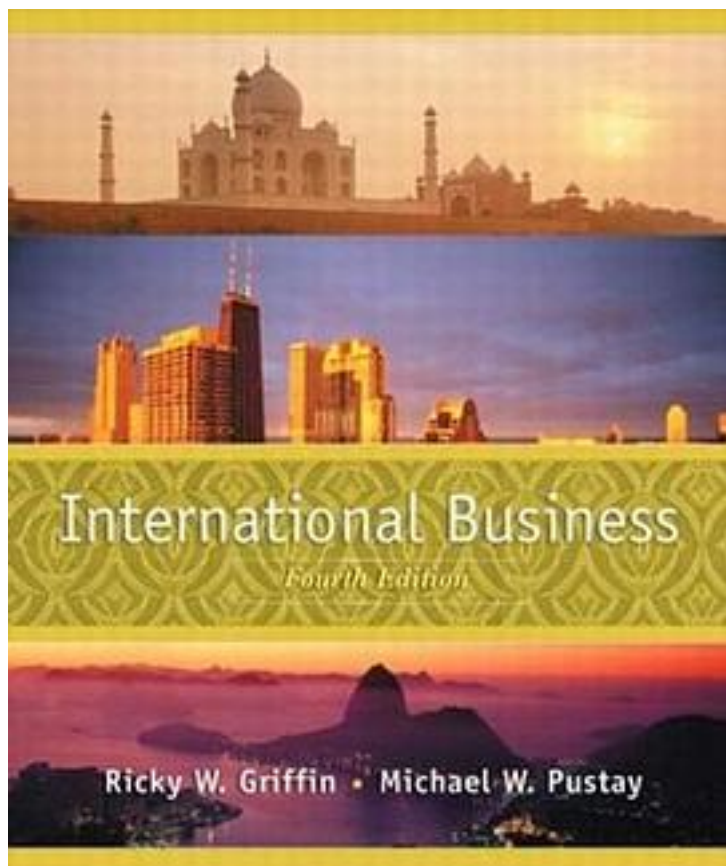


International Business



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著者:

出版者:

出版时间:

装帧:

isbn:9780201571004

This classic bestseller discusses the differences faced in international environments, the overall strategies companies can take, and practical alternatives for operating abroad. Its abundance of colorful maps, strong engaging and opening cases, and classic and contemporary examples provide a balanced approach to all functions of business. More than 15 new cases have been added to this edition, all of which

engage the reader with hot topical issues; these include Cran Chik, Luikoil, Cisco Systems, Johnson & Johnson, and Global Software Piracy. It has excellent coverage of Latin America, and reviews the latest institutional actions, market trends, and company activities. It provides an extensive background section, a comparative environmental frameworks section, a section on theories and institutions (trade and investment), a section on the world financial environment, business-government relationships, operations and tactical alternatives, and a section on managing business internationally. For readers involved in international business, whether they are employees, managers, or owners/CEOs of such corporations. Also an excellent resource for individuals seeking to expand their current businesses to the international market.

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