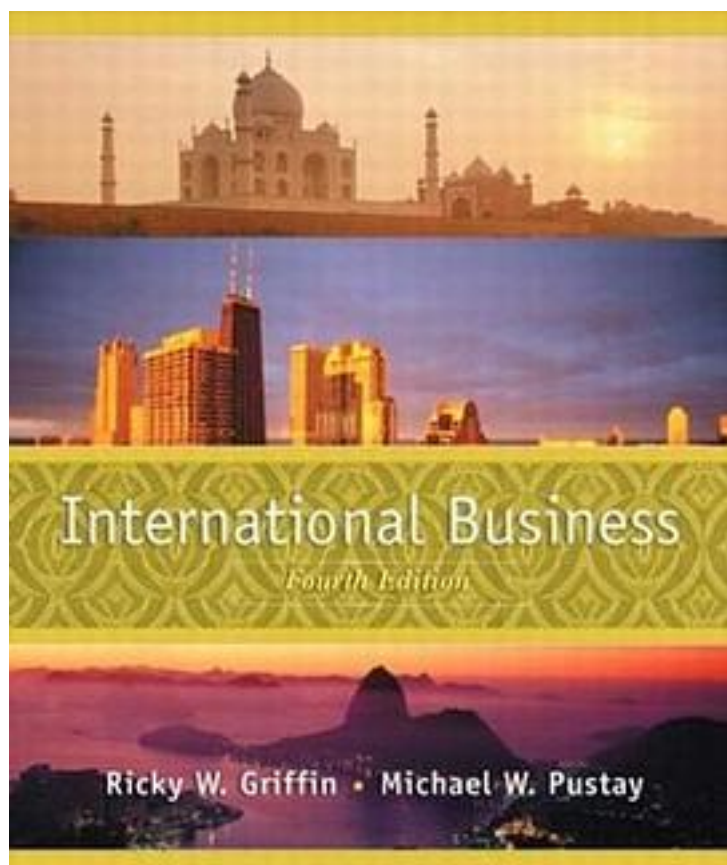


# International Business



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Successfully prepare for the international marketplace. An Overview of International Business; Global Marketplaces and Business Centers; Legal, Technological, and Political Forces; The Role of Culture.; Ethics and Social Responsibility in International Business; International Trade and Investment Theory; International Monetary System and the Balance of Payments; Exchange and International Financial Markets;

Formulation of National Trade Policies; International Cooperation among Nations; International Strategic Management; Strategies for Analyzing and Entering Foreign Markets; International Strategic Alliances; International Organization Design and Control; Leadership and Employee Behavior in International Business; International Marketing; International Operations Management; International Financial Management; Human Resource Management and Labor Relations MARKET : International Business illustrates how successful managers must function in a competitive world. Packed with current examples that reflect the vibrancy of the international business field, this reader-friendly text offers a managerial approach that keeps an emphasis on skills development, emerging markets and geographical literacy.

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