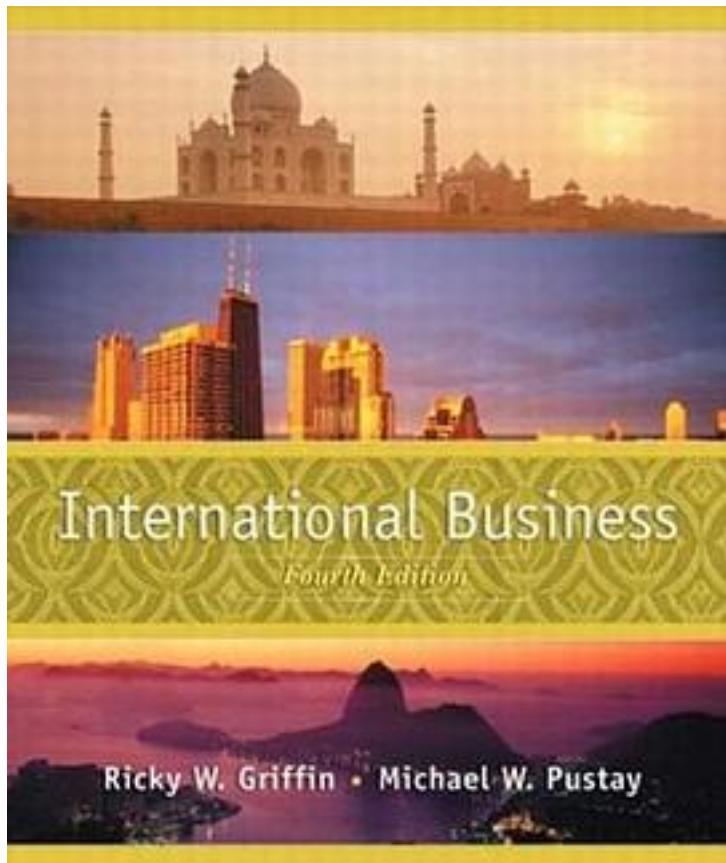


International Business



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著者:Joshi, Rakesh Mohan

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International Business is a comprehensive textbook with a global orientation, specifically designed to meet the requirements of MBA students. It brings out the key concepts of International Business in a very simple and lucid manner with numerous practical managerial examples, vignettes, diagrams, flow-diagrams and illustrations so as to facilitate and reinforce learning. Beginning with an overview of globalization and

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