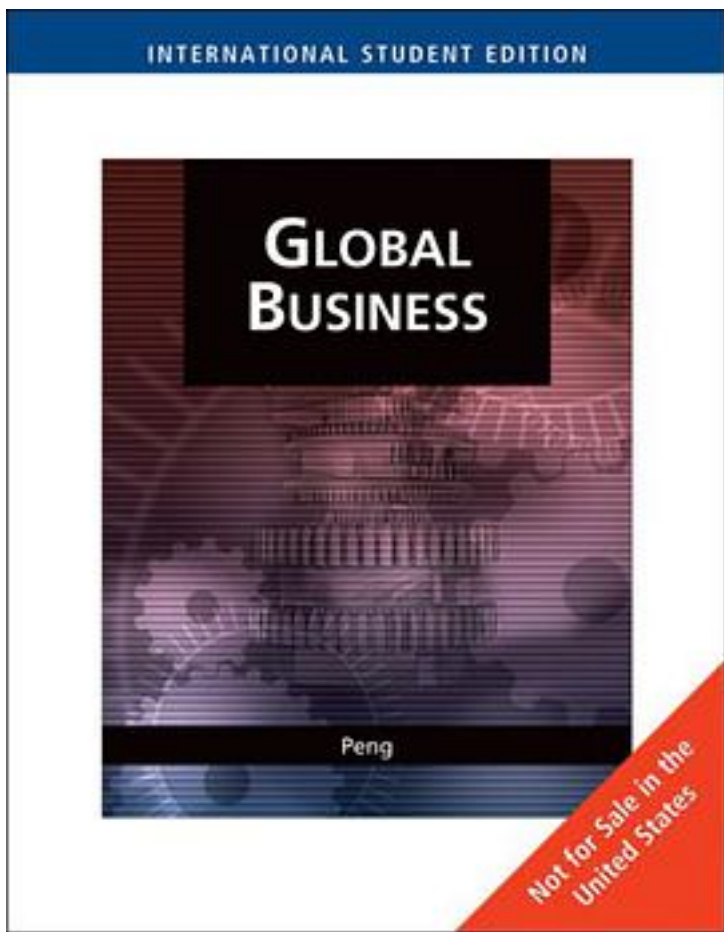


Global Business



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Global Business Environments and Strategies expounds international business principles within a context that is relevant to South Africa and the entire SADC region. The book is geared towards the practical (as opposed to the theoretical) development

and refinement of business skills and acumen; to this end, 16 of the 17 chapters contain case studies.

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