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## KEY=BUSINESS - LUCIANA CUNNINGHAM

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### INTERNATIONAL BUSINESS STRATEGY

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**Cambridge University Press** Verbeke provides a new perspective on international business strategy by combining analytical rigour and true managerial insight on the functioning of large multinational enterprises (MNEs). With unique commentary on 48 seminal articles published in the Harvard Business Review, the Sloan Management Review and the California Management Review over the past three decades, Verbeke shows how these can be applied to real businesses engaged in international expansion programmes, especially as they venture into high-distance markets. The second edition has been thoroughly updated and features greater coverage of emerging markets with a new chapter and seven new cases. Suited for advanced undergraduates and graduate courses, students will benefit from updated case studies and improved learning features, including 'management takeaways', key lessons that can be applied to MNEs and a wide range of online resources.

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### SOCIALLY RESPONSIBLE INTERNATIONAL BUSINESS

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### CRITICAL ISSUES AND THE WAY FORWARD

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**Edward Elgar Publishing** Acting in a socially-responsible manner has become a crucial success factor for many international firms due to the highly complex, competitive, and volatile global environment in which they operate. This book will contribute new ideas, contemporary knowledge, and original research to the area of socially-responsible international business, and offers challenging directions for future research. Topic covered range from global environmental influences on acting in a socially-responsible way; foreign buyer reactions to responsible business and international market targeting to development of socially-responsible international business strategies.

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### INTERNATIONAL BUSINESS

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**Cengage Learning Emea** Mike Peng and Klaus Meyer have direct, first-hand, experience of researching and teaching in Europe, Asia and North America. This combined experience makes them uniquely qualified to write this textbook, which offers a comprehensive and accessible introduction to international business that starts from Europe but ultimately encompasses the globe. The text's comprehensive coverage is accessibly arranged around one central question and two core perspectives. The central question is a what determines the success and failure of firms around the globe? Institutional and resource-based perspectives are utilised to answer this question. Throughout the text the very latest scholarly research is used to facilitate successful learning of the key concepts, in order to engage students with the historical context and recent global developments. International Business has been shortlisted for the 2011/12 CMI Management Book of the Year award in the ebook category. More information about the CMI and the competition can be found here <http://yearbook.managers.org.uk/index5.htm>.

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### INTERNATIONAL BUSINESS

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### EMERGING ISSUES AND EMERGING MARKETS

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**Palgrave Macmillan** This sixth volume in the Academy of International Business Series presents leading-edge research on contemporary themes in international business. Part one explores several of the major issues that currently face multinational enterprises: government policy, the Asia crisis, knowledge and technology management, corporate-subsidiary relations, strategies for small firms and the impact of the technological revolution. Part Two of the volume examines the impact of foreign direct investment, FDI. Written by a range of international contributors, a key focus of these papers is the particular issues relating to foreign investment in the emerging markets of Central and Eastern Europe and South-East Asia.

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### INTERNATIONAL BUSINESS

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### THEMES AND ISSUES IN THE MODERN GLOBAL ECONOMY

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**Psychology Press** Taking neither an economic approach nor a purely managerial approach to its subject matter, this work offers students an integrated resource on the subject of international business. Its main theme is the process of globalization which the authors address in great detail.

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### INTERNATIONAL BUSINESS

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**Cambridge University Press** Rigorously updated textbook that balances business theory and business practice. Includes new cases studies and up-to-date examples.

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### A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT INTERNATIONAL BUSINESS

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**SAGE** Selected as an Outstanding Academic Title by Choice Magazine, January 2010 Conceived by Chris Grey and written to get you thinking, the "Very Short, Fairly Interesting and Reasonably Cheap" series offers an informal, conversational, accessible yet sophisticated and critical overview of what you find in conventional textbooks. In International Business, the authors challenge the principles of business in the context of trading blocs, protectionism, and restricted trade; the effects of international governing bodies like the WTO, the IMF and the World Bank; looking at this very big and interesting field with humour and insightfulness. Ideal for Undergraduate students in Business and Management, this text will also appeal to anyone interested in the fast-paced world of International Business.

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### ENGLISH COMMUNICATION FOR INTERNATIONAL BUSINESS I

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**Publicacions de la Universitat Jaume I** The volume is conceived as a self-learning material as it includes the keys to most activities although it needs to be supported by the instructor in the classroom, trying to emphasise the written and oral communicative necessities of the international business world.

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### INTERNATIONAL BUSINESS SCHOLARSHIP

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### AIB FELLOWS ON THE FIRST 50 YEARS AND BEYOND

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**Emerald Group Publishing** The AIB Fellows Group includes top researchers, educators, and administrators in the IB field. This book covers the growth of several functional areas (marketing, advertising, and finance). It reviews problems of methodological rigor in IB research. It also traces the history and evolution of IB studies.

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## INTERNATIONAL BUSINESS

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**Routledge** The third edition of International Business offers an action-focused, practical approach to the topic, helping students understand the global business environment and its repercussions for executives. The book provides thorough coverage of the field, delving into fundamental concepts and theory; the cultural, political, and economic environment; international business strategies; and even functional management areas. More comprehensive than competing books, International Business includes: Strengthened, expanded global cases, examples, and 'industry' and 'country' mini-cases that give students practical insight into the ways companies actually behave within a competitive, global environment Updated coverage of key trends that impact how international business functions, including the drivers of globalization, e-commerce and the impact of the Internet, and international entrepreneurship New material on technology issues, the impact of the financial crisis, and problems in the EU Expanded discussion of the skills and strategies students need to succeed in today's international business environment, including dynamic capabilities, foreign direct investment, and market entry strategies Also featuring a companion website with a test bank, Powerpoint slides, and instructor's manual, this book is ideal for undergraduate and graduate students and instructors of any international business course.

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## INTERNATIONAL BUSINESS MANAGEMENT

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**Shanti Publication** According to the Latest Syllabus of Dr. A.P.J. Abdul Kalam Technical University, Lucknow (U.P.) Including Long Answer Type Questions Including Short Answer Type Questions Including Case Studies Including Last Year Unsolved Papers

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## NEW PERSPECTIVES IN INTERNATIONAL BUSINESS RESEARCH

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**Emerald Group Publishing** Proposes fresh perspectives in IB research by addressing a number of critical issues which criss-cross the fields of International Business and International Management. This work focuses on management of cultural distance across countries. It also focuses on the genesis and development of international entrepreneurs.

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## CHECKLIST, INTERNATIONAL BUSINESS PUBLICATIONS

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## NON-MARKET STRATEGIES IN INTERNATIONAL BUSINESS

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## HOW MNES CAPTURE VALUE THROUGH THEIR POLITICAL, SOCIAL AND ENVIRONMENTAL STRATEGIES

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**Springer Nature** The Academy of International Business (UK and Ireland Chapter) Published in association with the UK and Ireland Chapter of the Academy of International Business. This book provides theoretical and empirical insights into non-market political and social strategies that firms use when conducting international business. Political strategies include activities such as lobbying, campaign contributions, and using political ties and connections as a means of influencing policy making. Likewise, firms also engage in various social responsibility activities to maintain a good image in society and to improve their legitimacy and reputation when operating globally. Multinational enterprises (MNEs) face various challenges in implementing non-market strategies due to institutional differences between their home and host contexts. Presenting fresh perspectives from a cast of international contributors, this book offers academics, students, and practitioners a greater understanding of how non-market strategies can be effective in international business.

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## CHINA INTERNATIONAL BUSINESS

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## THE MONTHLY PUBLICATION OF THE MINISTRY OF FOREIGN TRADE AND ECONOMIC COOPERATION, P.R.C

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## INTERNATIONAL BUSINESS, TRADE AND INSTITUTIONAL SUSTAINABILITY

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**Springer Nature** This book addresses the gap between innovative technologies and their adoption. It showcases research, feasibility studies and projects that demonstrate a variety of ways to implement environmental sustainability in globally operating firms, as well as best practices in areas such as international management, adoption of cleaner technologies, global supply chains, greenhouse gas emission reduction, and transportation. The book provides state-of-the-art information on issues including: Global sustainable management practices Global sustainable food and agricultural markets Global responsible mining and energy Global sustainable sourcing Global sustainable transportation Global conservation innovations and investments Presenting expert contributions from industry, government and academia, discussing a variety of themes and perspectives on the topic "international business as a positive force of environmental sustainability" it is a vital resource for stakeholders in the international business community.

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## INTERNATIONAL BUSINESS LAW: CASES AND MATERIALS

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**Van Rye Publishing, LLC** INTERNATIONAL BUSINESS LAW: CASES AND MATERIALS is a timely and useful book. Uncounted millions of "international" transactions occur daily, as goods and services are purchased across the national boundaries of some 200 political units. Capital flows from nation to nation, and so—to a lesser extent—do jobs, as companies seek more favorable locations for their business operations. The "rules" (laws) governing these exchanges quickly become complex, as persons (and governments) from different countries are involved. If problems arise in a cross-border relationship, whose rules apply? What forums are available to resolve disputes? Are there tax implications to the transaction? If so, where? These and similar questions need to be factored into the decision to "go overseas." Each of the six chapters in this book begins with a brief overview of the subject-matter, followed by short previews of the chosen case examples. The primary content of the chapters consists of some 120 court and arbitration decisions in real disputes, between real parties. The actual text of the decisions in these cases has been edited; some excerpts are quite brief, others are more substantial. Most "background" facts have been summarized by the author, but the edited-decision part of each case is quoted from the actual recorded text of the court or arbitrator who decided it. Clearly, a minute sample from tens of thousands of cases cannot provide comprehensive coverage of what all the world's legal rules are. Our objectives here are simply to indicate some of the major potential "flash points" of doing international business, to illustrate some of the significant differences in the applicable legal rules, and to provide an exposure to the language and process by which international business disputes are resolved. "Fore-warned is fore-armed." Being aware of these potential trouble spots, a sensible business manager will presumably consider them in making the decision to engage in cross-border transactions, and take appropriate steps to avoid or minimize potential adverse consequences. Chapter I of this book introduces International Law—its course of development and its two major sources (custom and treaties). Chapter II examines the use of national and international courts and arbitrators to resolve cross-border disputes. Chapter III provides basic coverage of the United Nations Convention on Contracts for the International Sale of Goods: when it applies, how the sale contract is formed, when risk of loss on the goods passes from Seller to Buyer, and what responsibilities the Seller has for the quality of the goods sold. Chapter IV looks at some of the legal questions that might arise in conducting cross-border commercial operations—employment issues, intellectual property issues, and investment issues. Chapter V considers potential questions regarding taxation of international activities, and the regulation of adverse environmental effects. Chapter VI reviews the efforts by national governments to apply their competition regulations to international business transactions, and the difficulties that private parties might have in attempting to enforce legal claims against governments and their agencies. While these are surely not the only legal issues that might arise in connection with international business, they do constitute a significant set of concerns of which managers need to be aware as they venture into the international "stream of commerce."

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## COMPARATIVE LAW YEARBOOK OF INTERNATIONAL BUSINESS 2001

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**Kluwer Law International B.V.** The twenty-third volume of the Comparative Law Yearbook of International Business contains chapters relating to agency and distribution, finance and investment, intellectual property, sports law, technology, and general commercial issues. The spread of jurisdictions treated includes Argentina, Canada, the Dominican Republic, Egypt, Italy, Panama, Portugal, Romania, Spain, Switzerland, the United States, and Venezuela. The range of subjects and jurisdictions in volume twenty-three attests to the diversity and scope of international business practice. General Editor, Dennis Campbell, Director of the Center for International Legal Studies in Salzburg, Austria, is assisted by a distinguished Board of Advisors drawn from leading academics and practitioners in Europe, North and South America, and the Far East.

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## INTERNATIONAL BUSINESS-GOVERNMENT COMMUNICATIONS

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## U.S. STRUCTURES, ACTORS, AND ISSUES

### INTERNATIONAL BUSINESS

**Pearson UK** "We have continued to evolve the structure and content of this textbook in step with the rapidly changing world of international business. This includes completely revising several key chapters, including Chapter 6, on International Trade. This is entirely updated and includes new case studies covering both the trade-war between the US and China and the complex Brexit process. These and other real-world developments have made a wide range of stakeholders much more aware of the significance of global trade interdependencies than in the past. Chapter 16 on the European Union is also entirely updated to take account of Brexit and a range of new socio-political and economic events in Europe. Chapter 11 ('MNEs as Responsible Stakeholders') has been removed, making this edition more consolidated, with 20 rather than 21 chapters. In place of Chapter 11 we have inserted new sections, frameworks and case studies on responsible business throughout the book as a fundamental dimension of international business theory and practice across all the other chapters. New case studies, such as 'Businesses and NGOs working together on climate change' in Chapter 4, provide additional material on this topic. Chapter 14, on 'Political risk and negotiation strategy' also features new case studies on the 'US-Venezuela oil dispute' and 'Huawei accused of spying'"

### INTERNATIONAL BUSINESS

#### ABSOLUTE ESSENTIALS OF INTERNATIONAL BUSINESS

**Routledge** As challenges to the era of globalisation emerge, international business grows in importance and complexity as a field of study. This shortform textbook introduces learners to the frameworks within which international business occurs and to the range of actions that companies might undertake in these environments. Owing to an emphasis on cross-border interactions, international business is a politicised field, and this book provides readers with the tools to deepen their understanding not only of the actions that companies might take but also of the economic, societal, cultural and political frameworks affecting how decisions are made. With a refreshing realism in its approach, this book will be perfect brief reading for students required to understand the obstacles that global business practitioners must overcome to succeed.

### INTERNATIONAL BUSINESS

#### PERSPECTIVES FROM DEVELOPED AND EMERGING MARKETS

**Taylor & Francis** This book provides students with a balanced perspective on business in a global environment, exploring implications for multinational companies in developed and emerging markets. This is the first text of its kind to emphasize strategic decision making as the cornerstone of its approach while focusing on emerging markets. Traditional topics, like foreign exchange markets and global competition, are contrasted with emerging operations, like Chinese market intervention and Islamic finance, to provide students with an understanding of successful business strategy. Readers learn to develop and implement these strategies across cultures, and across economic, legal, and religious institutions, in order to cope with competitive players in the global landscape. Application-based chapters open with reading goals and conclude with case studies and discussion questions to encourage a practical understanding of strategy. With in-depth analyses and recommended strategies, this edition provides students of international business with the skills they need for success on the global stage. A companion website features an instructor's manual, test bank, PowerPoint slides, and useful links for instructors as well as practice quizzes, flashcards, and web resources for students.

### INTERNATIONAL BUSINESS

#### THEORY AND PRACTICE

The new and updated edition of this widely used text is equally useful for undergraduate and graduate students of international business. Its student-friendly format, detailed coverage of classic and timely topics, and extensive use of case studies make it widely adaptable for different level courses, as well as for educators who prefer either a case study or lecture approach. This edition features new coverage of the Asian financial crisis and the European Union. Its treatment of such topics as foreign exchange, international trade policy, and economic development introduces students to techniques for analysing national economies that are not covered in many competing texts. Ethical and environmental issues are also covered in detail, and all case studies, tables, and figures have been thoroughly revised and updated. Each chapter includes a short case study, while longer, more complex case studies conclude the text. Each chapter also features learning objectives, discussion questions, and references. An online instructor's guide that includes PowerPoints with end-of-chapter answers and maps is available to instructors who adopt the text.

#### THE HANDBOOK OF INTERNATIONAL BUSINESS

**Wiley-Interscience** This updated edition of the widely-consulted Handbook provides a wide-ranging overview of the global environment of the business firm. Assesses the factors driving international trade and competition, public policies affecting international markets, and other aspects of international business one needs to know to succeed in the increasingly competitive world market. Provides a broad perspective on international financial flows, balance of payments, and foreign exchange; and offers practical discussion of international codes of conduct and the roles of international economic institutions and foreign governments.

### NEGOTIATING INTERNATIONAL BUSINESS

#### THE NEGOTIATOR'S REFERENCE GUIDE TO 50 COUNTRIES AROUND THE WORLD

**Createspace Independent Pub** Negotiating International Business is a comprehensive reference guide designed to aide business people when dealing with foreign counterparts. It explains fundamental aspects of international business negotiations, culture-specific expectations and practices, as well as numerous techniques used by international negotiators. Here is the advice you need in order to be successful by adjusting business, personal, and social behaviors as required in any of 50 countries around the world.

### INTERNATIONAL BUSINESS

#### FIRM AND ENVIRONMENT

#### INTERNATIONAL BUSINESS AND FOREIGN TRADE

#### INFORMATION SOURCES

**Detroit : Gale Research Company** "A guide to literature and bodies concerned with the procedures and policies of conducting business with other countries"--Title page.

### MICHIGAN INTERNATIONAL BUSINESS STUDIES

#### THE LAW OF INTERNATIONAL BUSINESS TRANSACTIONS

**South-Western Pub** The text is organized to take the reader from inception through the successfully completed transaction, covering all the relevant risks and topics along the way. Importing and exporting, transport of goods, contractual obligations and law, finance, countertrade, dispute resolution, intellectual property licensing, and electronic commerce are all covered.

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**LAW AND POLICY IN INTERNATIONAL BUSINESS**


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**LAW AND POLICY IN INTERNATIONAL BUSINESS**


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**ANNUAL REPORT OF THE INTERNATIONAL BUSINESS MACHINES CORPORATION FOR THE YEAR ENDED ...**


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**INTERNATIONAL BUSINESS TRAVEL IN THE GLOBAL ECONOMY**


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**Routledge** Business travel has become indispensable to the global economy, not only due to its necessity in the maintaining of corporate networks, but also because of the associated economies that cater to the daily requirements of the business traveller. Underlying these developments are concerns over the environmental impact of increasing air travel, which are likely to generate new challenges for the future of business travel. From a team of international experts comes this analysis of the role, nature and effects of modern business travel. Issues addressed include the relationships between airlines and business travellers, the role of mobility in business, and the opportunities and challenges created by mobile workforces. The study combines theoretical advances with comprehensive analysis, and will provoke debate across the social sciences on the nature, organization and space of work in the twenty-first century.

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**INTERNATIONAL BUSINESS**


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**Pearson** This textbook connects tried-and-tested theory, analytical frameworks, data and case examples to deliver a comprehensive guide to the subject from authors who keep pace with the ongoing developments in both theory and practice.

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**INTERNATIONAL BUSINESS**


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**Oxford University Press** Practical, theoretical, global: provides thorough grounding in economic and international business theory complemented by cases, examples, and IB insights from a diverse range of companies and cultures.

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**DICTIONARY OF SHIPPING INTERNATIONAL BUSINESS TRADE TERMS AND ABBREVIATIONS**


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**Hyperion Books**

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**INTERNATIONAL TAX PLANNING**


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**UK COMPANIES AND PARTNERSHIPS**


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**Jordan Publishing (GB)** This new edition describes how UK companies and partnerships can be used to generate various kinds of investment and trading income in a tax efficient manner. In describing these possibilities, the author considers current law and regulation in the UK as well as the current state of international and European law.

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**THE INTERNATIONAL BUSINESS ENVIRONMENT**


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**Oxford University Press** Explores the process of globalization and the impact this has on international business organizations. The text presents a framework to analyse the economic, political, legal, financial, technological, socio-cultural and ecological environments, thereby outlining the factors which affect the everyday business of organizations.

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**INTERNATIONAL BUSINESS IN THE NEW ASIA-PACIFIC**


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**STRATEGIES, OPPORTUNITIES AND THREATS**


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**Springer Nature** The Asia-Pacific region, sustaining more than four decades of rapid growth, has emerged as an economic force comparable in significance to Europe and North America. This book examines the economic, geopolitical, technological, demographic, and cultural forces that shape the international business strategies in the Asia-Pacific region. Specifically, it examines the seismic shifts in global business environment since the new century, and addresses emerging opportunities and threats in the Asia-Pacific region. This book offers new insights for international business in areas such as trade policy, supply chains, international investment, technological innovation, international marketing, digital economy, and human resources. The enclosed comprehensive and diverse analyses of the international business landscape in the New Asia are invaluable to scholars, managers, politicians, and policy makers alike. This book is engaging and informative. It presents a collection of diverse and cutting-edge topics that offer new insights into International Business activities in the Asia-Pacific region, raising questions for debate and opening pathways for future research. A must-read book for International Business scholars.— Hussain G. Rammal, University of Technology Sydney, Australia This book offers a comprehensive introduction to the general business environment in Asia. It highlights the complexities and dynamics of doing business in Asia and provides insightful understandings of emerging issues in the region. The chapter-by-chapter analyses of the region depict the rich thematic contexts in which key issues and challenges facing corporate executives as well scholars in international business. I believe that this book is valuable for students of international business, global business environment and regional studies. —Hongxin Zhao, Saint Louis University, USA