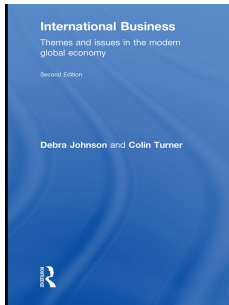


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INTERNATIONAL BUSINESS EBOOKS 2019



Author: Debra Johnson u0026 Colin Turner

Realese Date: Expected @@expectedReleaseDate@@

This new edition of International Business examines the impact of globalization on key aspects of the business environment. It offers a comprehensive overview of this phenomenon that is altering corporate strategy fundamentally, critiquing the complexities of globalization and its impact on international business.u003cbr /u003e u003cbr /u003eInternational Business offers a holistic examination of the processes that influence the evolution of strategy in the modern global economy. It is divided into three sections:u003cbr /u003e

impact of globalization: how globalization has driven the processes of regional integration and the emergence of transnational governance structures

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