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International Business: The Challenges of Globalization presents international business in a comprehensive yet concise framework with unrivaled clarity.

Globalization; Cross-Cultural Business; Politics, Law, and Business Ethics; Economic Systems and Development; International Trade; Business\_Government Trade Relations; Foreign Direct Investment; Regional Economic Integration; International Financial Markets; International Monetary System; International Strategy and Organization; Analyzing International Opportunities; Selecting and Managing Entry Modes; Developing and Marketing Products; Managing International Operations; Hiring and Managing Employees

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