

Chapter 3: International business *and country attractiveness*

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Introduction

- The International business environment includes various factors like social, political, regulatory, cultural, legal and technological factors that surround a business entity in various sovereign nations.
- There are **exogenous factors** relative to the home environment of the organization in the international environment. These factors influence the decision-making process on the use of resources and capabilities.
- They also make a nation either more or less attractive to an international business firm.
- We will take up the most important factors and see how they affect the operational process of a business.