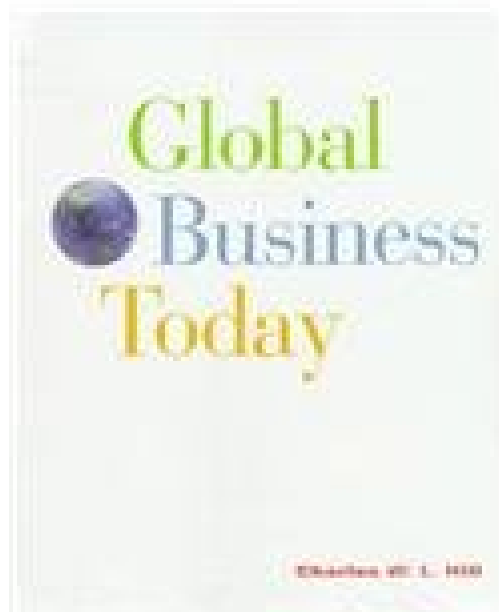


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Book Synopsis

A survey of the topics covered in traditional international business, presented at an accessible level. It provides a general introduction, emphasizes the environmental factors and focuses on managerial implications. Profiles demonstrate how business people have launched their own careers.