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International Business, 7e (Griffin/Pustay) Chapter 2 Global Marketplaces and Business Centers 1) Which of the following is LEAST responsible for driving the floriculture industry? A) technological changes B) competitive rivalries C) trade liberalization D) state capitalism Answer: D Diff: 2 Skill: Concept Objective: 1

International Business, 7e (Griffin/Pustay) Answer: D Diff: 2

International Business, 8e (Griffin/Pustay) Chapter 2 Global Marketplaces and Business Centers 1) One likely consequence of the diminishing Arctic ice cap is _____. A) less war B) more affordable utility rates for lesser-developed nations C) an increase in regional tourism D) the creation of the Northwest Passage Answer: D Diff: 1

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International Business, 7e (Griffin/Pustay) Chapter 1 An Overview of International Business 1) Olympic sponsorship is best suited for companies that are _____. A) pursuing a niche market B) selling technological goods C) pursuing a worldwide market D) marketing athletic equipment Answer: C Diff: 2 Skill: Concept Objective: 3

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