



Modern economics and management planning materials. International Business: Theory and Practice (2nd Edition)(Chinese Edition)

By WANG JIAN HUA . ZOU ZHI BO . CAO XI YU

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: November 2012 Pages: 218 Language: Chinese Publisher: Tsinghua University Press. Beijing Jiaotong University Press of modern economics and management planning materials. International Business: Theory and Practice (2nd Edition) theoretical combined preparation and practice. The book is divided into three parts: the first part of the basic theoretical knowledge of international business. including Introduction to the theory of international trade and international business environment; second part of the international business activities. including the international trade in goods. international trade. foreign direct investment and the international indirect investment; The third part is the management of international business. including international business strategic management. international marketing. human resource management. and international corporate financial management. Modern economics and management planning materials. International Business: Theory and Practice (2nd edition) a comprehensive. easy to understand. either as economy class management class undergraduates. since the candidates. economic management cadres learning and training materials. Also suitable for all readers interested in international business knowledge. Contents: Chapter 1 Introduction 1.1 concept of

Reviews

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