



## Global Business Environment

By -

GRIN Verlag Aug 2009, 2009. sonst. Bücher. Book Condition: Neu. 211x103x12 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2009 in the subject Economy - Theory of Competition, Competition Policy, printed single-sided, grade: A, University Of Wales Institute, Cardiff, language: English, abstract: Globalisation What comes to someone's mind while hearing this word Maybe a greater movement of people, goods, capital and ideas due to increased economic integration Perhaps living in a borderless world Possibly standardising in all areas of life If you Google the keyword globalisation, you will get about 20 million hits. That is quite a lot. Actually, globalisation is discussed by everybody, everywhere and every time. But what does it really mean What is behind this item In which way does globalisation influence international business Why do so many companies choose going global and which advantages do they get thereby Which role does culture play in this context and which cultural challenges a global business environment brings with it Which role do people play in this case Are they the key of successful global business In which way, using this human resource can have a positive effect...



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