



International Business Environment

By Sukumar Nandi

McGraw-Hill Education, 2010. Hardcover. Condition: New. First edition. With corporations increasingly assuming transnational and multinational character, and nations continually forging cross-border economic linkages, the knowledge of changing domestic macroeconomic environments of foreign countries and their implications for businesses has become imperative for the successful operation of international business activities. Written by a seasoned economist with rich teaching, research and consulting experience, International Business Environment presents a broad overview of international business environment, international finance and international management. The book discusses: # Current global business landscape particularly the aftermath of Sub-prime crisis, structure and strategies of MNCs, and government policies # Functioning of and recent developments in global financial system # International flow of commodities, services and capital # Divergent socio-cultural norms of countries and their business implications # Dynamics of corruption and negotiation in international business Lucidly explaining and evaluating theoretical issues and their actual and potential applications, as well as contemporary developments, the book is useful for students and professionals alike. Table of contents # Internationalization of Business: An Introduction # Globalization in Historical Perspective and Present International Scene # Multinational Corporation in Developing Countries Role of Culture in International Business # International Trade Theory # Trade Blocs and...



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