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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 international business with operations in the form 1.1.1 1.1.2 International Business form of management of the concept of international business 1.1.3 Status and characteristics of international business development 1.1.4 Comparison of international business and domestic business The 1.2 world economic integration with enterprise international 1.2.1 world economic integration 1.2.2 enterprise internationalization 1.2.3 The internationalization of Chinese enterprises 1.3 multinationals 1.3.1 multinationals concept 1.3.2 multinationals operating characteristics 1.3. 3 multinationals development status and economic contribution core concept of this chapter Chapter 2 of this chapter exercises international business environment 2.1 Overview 2.2 2.2.1 economic system of the economic environment of international business 2.2.3 2.2.2 Economic development stage target country economic environment 2.2.4 international economic...

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