



International Business: Environment and Globalization

By Mahua Dutta

I.K. International Publishing House Pvt. Ltd., 2011. Paperback. Book Condition: New. 16cm x 24cm. Globalization has been a major factor behind the improvement of the market changes all over the world. In today's scenario, it is not possible for business to avoid the influence of internationalization of each country's economy, the globalization of the world's markets, and the growth of new emerging markets. Hence, it has become very important to not only emphasize on international business but also study the affect of globalization in international business. The main features of the book are: ò Global perspective on long term change in the world economy, ò Interaction between countries, regulatory systems and business firms, ò Rapid growth of regional free trade blocks, ò Trend towards the acceptance of free market system among developing countries, ò Dynamics of international trade and investment, ò Role of multilateral regulatory bodies in the globalized world, ò Global environment affecting the process of globalization, ò Examples and cases are more from Asia, ò A chapter on technological environment, ò Managing intellectual property as a chapter, ò Importance of environment and sustainability, ò Role of global financial institutions.



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