



International Business Environment (Innovative International Business College planning materials)

By QI SHAO ZHOU // LIU WEI // KANG MEI LING

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 241 Publisher: Wuhan University Pub. Date :2011-08-01 version 1. Qishao Zhou. Liu Wei. Kang Mei Ling editor of the international business environment is based on the results of previous studies. the formation of an integrated refining international business environment. a comprehensive description of materials. It is the case study. based on changes in the international business environment. international business environment for trade. investment environment. financial environment. political environment. legal environment. culture. environment. technology and environment issues. conducted a comprehensive in-depth theoretical explanations and case analysis. content rich and informative reading material related auxiliary. By international business environment. the study. so that readers can complete in-depth understanding of the composition of the international business environment. you need to pay attention to the problems and coping strategies. Contents: Chapter 1 Changes in the international business environment: economic globalization. integration and transformation of low-carbon 1.1 international business environment: economic globalization. economic globalization. the meaning of 1.1.1 and 1.1.2 of economic globalization and changes in motivation of international globalized business environment 1.1.3 to 1.2 change of thinking in international business in...

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