

International Business: The Challenges of Globalization (8th Edition)

By John J. Wild, Kenneth L. Wild

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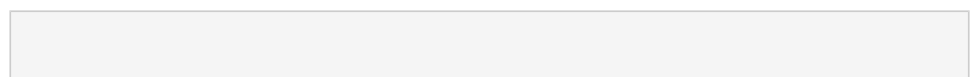
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International Business addresses the issue of cultural barriers that arise in global business, as well as the theory and terminology essential to the process of conducting successful business abroad. Its brief yet inclusive coverage of all major international business topics make it the ideal introductory text for readers exploring this subject.



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