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Nota di contenuto	Part One The World of International Business Chapter 1: Regional and Global Strategy Chapter 2: The Multinational Enterprise Chapter 3: The Triad and International Business Part Two: The Environment of International Business Chapter 4: International Politics Chapter 5: International Culture Chapter 6: International Trade Chapter 7: International Financial Markets and Institutions Part Three International Business Strategies Chapter 8: Multinational Strategy Chapter 9: Organizing Strategy Chapter 10: Corporate Strategy and National Competitiveness Chapter 11: Innovation, Entrepreneurship and "Born Global" Firms Part Four: Functional Area Strategies Chapter 12: Production Strategy Chapter 13: Marketing Strategy Chapter 14: Human Resource Management Strategy Chapter 15: Political Risk and Negotiation Strategy Chapter 16: International Financial Management Part Five: Regional Strategies Chapter 17: European Union Chapter 18: Japan Chapter 19: North America Chapter 20: Emerging Economies Chapter 21: China Chapter 22: Corporate Ethics and the Natural Environment
Sommario/riassunto	Taking a regional approach, this text challenges some of the underlying assumptions behind globalization and focuses on both the dominant economies the EU, the US and Japan as well as emerging markets in world trade, such as Brazil, India and China.