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Nota di contenuto	Cover -- Title Page -- Copyright Page -- Contents in Brief -- Contents in Detail -- List of Figures and Tables -- Preface -- Dedication -- Acknowledgements -- About the Authors -- Guide to the Case Studies -- Publisher's Acknowledgements -- Frameworks for This Book Our Approach to the Study of International Business -- Part One The World of International Business -- Chapter 1 An Introduction to International Business -- Objectives of the chapter -- Introduction -- What is international business? -- Globalization -- The outcomes of globalization -- Understanding interdependence in globalization -- Regional integration -- Mapping globalization -- Technology and innovation -- New technologies -- The knowledge-intensive, multi-technology firm -- Socio-political developments -- What are institutions? -- Institutions and supranational agreements -- Globalization and liberalization -- Multinational enterprises -- Proto-globalization and the MNE in historical context -- The industrial revolutions and the growth of private firms -- Foreign direct investment -- Measuring FDI and MNE activity -- MNEs before World War II -- The rise of the modern MNE -- International business in the modern era -- 1950-90: the rise of the triad -- 1990-2014: the rise of new players and forms of activity -- Modularization, outsourcing, and value chains -- The continuing importance of the state-owned enterprise -- Emerging economy MNEs-significant but exaggerated -- Dominance of the triad continues -- Small and medium-sized

enterprises -- The fragmented firm: global value chains and production networks -- Key points -- Key terms -- Notes -- Bibliography -- Appendix: The largest importers and exporters -- Chapter 2 General Frameworks in International Business -- Objectives of the chapter -- Active Learning Case -- Starbucks: a global "coffee culture" -- Introduction.

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in Action -- The Big Four -- Strategy formulation -- External environmental assessment -- Internal environmental assessment -- Goal setting.
Strategy implementation.

Sommario/riassunto

Business is becoming increasingly international, as the interaction, exchange and interdependence between nations, firms and people around the world keeps on growing. Our complex, fast-moving global economy continually throws up new management and leadership challenges, which require clear thinking.
