

1. Record Nr.	UNINA9910298205903321
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Titolo	Business Dynamics in North America : Analysis of Spatial and Temporal Trade Patterns // by Rajagopal, Vladimir Zlatev
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2018
ISBN	3-319-57606-2
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (301 pages) : illustrations
Disciplina	382
Soggetti	Trade Business Commerce Globalization Markets International economics Emerging Markets/Globalization International Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	1. Overview: North American Trade and Economy -- 2 Industrial Policy and Trade Competitiveness in North America -- 3. Market Integration in NAFTA Region -- 4. Structural Growth in Trade -- 5. Venture Collaborations and Management -- 6. Market Volatility and Risk Factors -- 7. International Trade Policies and Development -- 8. Functional Strategies in Managing International Trade -- 9. Opportunities in International Trade Development -- 10. Globalization and Challenges Ahead.
Sommario/riassunto	This book discusses the contemporary trade dynamics necessary for companies to grow competitively in the global marketplace, extending the conceptual and analytical foundations of international trade and economy in North America. This book examines the growth of international trade in North America during the pre-and post-North American Free Trade Agreement (NAFTA), and analyzes the

complexities that occurred when the economic recession struck the global markets. It outlines applied tools and techniques for business projects to thrive in the competitive marketplace, and serves as a learning post and a think tank for students, researchers, and business managers operating in a global landscape. .
