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Sommario/riassunto	The globalization of business activity: whether you love it or hate it, it affects you. What causes it, how different countries deal with it, and what the future might hold for it are all key questions which The Global Environment of Business answers. - ;Frederick Guy's The Global Environment of Business offers a multi-dimensional analysis of the environment in which international business operates. International: How do multi-national corporations, nation states, regional trade blocs, markets, and global institutions interact to shape the international economic system? Who wins and who loses