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Nota di contenuto	An introduction to international business and multinational corporations -- The nature of international business -- Theories of trade and economic development -- International monetary system and balance of payments -- Foreign exchange markets -- Supranational organizations and international institutions -- Analyzing national economies -- International law -- Sociocultural factors -- Foreign investment : researching risk -- International marketing -- International finance -- International accounting -- International taxation -- International staffing and labor issues -- Managing operations and technology -- Ethical concerns : multinationals and earth's environment -- Future issues in international business.
Sommario/riassunto	Useful for undergraduate and graduate students of international business, this work features coverage of the Asian financial crisis and the European Union. Its treatment of such topics as foreign exchange, international trade policy, and economic development introduces students to techniques for analyzing national economies.