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| Autore                  | Fornes Gaston   |
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| Descrizione fisica      | 1 online resource (145 pages)   |
| Altri autori (Persone)  | AltamiraMaria   |
| Disciplina              | 650   |
| Soggetti                | Business<br>Management science<br>Business information services<br>Business and Management<br>IT in Business  |
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| Nota di contenuto       | Chapter 1. Introduction -- Chapter 2. The Digital Economy and International Business, an Historical Perspective -- Chapter 3. Internationalization, Digitalization, and Exponential Growth -- Chapter 4. Platforms and International Business -- Chapter 5. Artificial Intelligence and International Business -- Chapter 6. Data Management and Regulations for International Business -- Chapter 7. Conclusions, Challenges, and Trends./.  |
| Sommario/riassunto      | This book explores the impact that changes brought by digitalization are having in the way global businesses are run and grown. The main changes in recent years have come from the ubiquitous presence of technology in our daily life (and therefore in business) and also by the direction globalization is taken. Consequently, companies need to review their sources of growth. This book has four primary missions. The first is to critically analyze the impact of digitalization and technology on incumbent international business theories. The second is to deeply understand how digitalization and technology can continue to create growth opportunities. The third is to engage with the |

opportunities and challenges that digital models and new technologies, digital platforms and Artificial Intelligence in particular, are bringing to the current business and economic environment. And finally, the fourth is to think on possible scenarios and trends that can be the source of growth in the future. This book will be of interest to academics of digital business, international business and innovation and society. It will also be of interest to practitioners and policymakers. Gaston Fornes is Director of Executive Education and Lifelong Learning at the University of Bristol Business School, UK. He received a PhD from the University of Bath, UK, and is Principal Fellow of the Higher Education Academy. Maria Altamira is Director of Academic Quality and International Partnerships at UBI Business School, Belgium. She received her PhD from the University of Warwick, UK and is Senior Fellow of the Higher Education Academy.

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