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Autore	Zonis Marvin
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Altri autori (Persone)	WilkinSam LefkovitzDan
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Sommario/riassunto	From renowned international business expert Marvin Zonis: a penetrating analysis that cuts through the fog of polemic and misperception surrounding globalization and returns our attention to the issues that should really matter to everyone concerned about international business, economics, and politics. ""Globalization is perhaps the defining international business and political story of the past two decades, so big, in fact, that many other stories were overlooked: why some countries succeed in achieving stability; why

others fail; and why it matters. An ironic side-effect of globalization

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