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Nota di contenuto	Part 1: Globalization and Trade Dynamics -- Chapter 1: The Evolution of Globalization: From Market Integration to the Rise of Digital and Data- Driven Economies -- Chapter 2: The Evolution and Impact of Regional Economic Integration on Global Trade -- Chapter 3: The Dynamics of Free Trade and Government Intervention: Instruments and Impacts -- Part 2: Institutions and Ethics in International Business -- Chapter 4: Regulations and Formal Rules in Political and Economic Systems -- Chapter 5: Cultural Norms and Informal Rules in Political and Economic Systems -- Chapter 6: Global Ethics in Practice: Addressing Ethical Dilemmas in International Business -- Part 3: Strategies for Global Market Entry and Operations -- Chapter 7: Strategic and Operational Considerations for Expanding into New Markets -- Chapter 8: Foreign Direct Investment: Catalysts for Growth and Development in the Global Economy -- Chapter 9: Strategic Decisions in Global Production and Supply Chains: Balancing Cost, Quality, and Flexibility -- Chapter 10: Adapting to Global Markets: Strategies for Marketing and R&D -- Chapter 11: Globalization from the Bottom Up: The Growth of Multinational Enterprises from Emerging Economies.
Sommario/riassunto	This textbook provides thorough exploration of international business

concepts and theories alongside a detailed analysis of current trends and developments. Divided into three parts, the first section explores the evolution of globalization, the impact of regional economic integration, and the interplay between free trade and government intervention. Part 2 delves into the formal and informal rules governing political and economic systems, and addresses ethical dilemmas faced in international business practices. The final section focuses on strategic decisions for entering new markets, the role of foreign direct investment, and the management of global production and supply chains, while also emphasizing the need for effective marketing, R&D strategies, and performance control mechanisms. Students can expect valuable insights into the transformative role of emerging technologies like AI, big data, and blockchain in driving global business expansion. They will also gain practical and up-to-date knowledge essential for thriving in today's global marketplace through the book's focus on evolving globalization patterns for technology companies and the actions taken by governments to address associated challenges. With features like "In Focus" boxes and end-of-chapter cases, this text will offer effective resources for facilitating discussions and hands-on analysis of trends and developments in international business. Nir Kshetri is Professor of Management at the University of North Carolina-Greensboro, USA, and a Research Fellow at the Research Institute for Economics & Business Administration at Kobe University, Japan. He has been ranked among the world's top 0.03% researchers in the 2024 list of the World's Top Researchers by Stanford University and Elsevier. His research interests include blockchain, global entrepreneurship, and artificial intelligence. He has taught undergraduate and graduate-level International Business and international entrepreneurship courses for the past 19 years.
