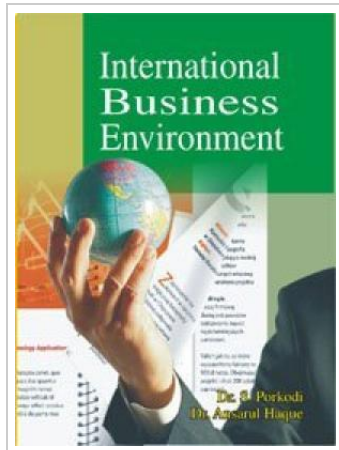



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International Business Environment

By Dr Ansarul Haque, Dr S. Porkodi

Global Vision Publishing House, 2010. Softcover. Book Condition: New. In today's scenario, economic boundaries almost have already disappeared and those remaining will continue to vanish. The book consists of twelve chapters. Each chapter is supported by the list of book, magazines, journals and websites used as a reference along with relevant questions and few case studies to make the concepts crystal clear. The authors believe that the book will serve as a tool for the students as well as business professionals to better manage and understand various dimensions and concepts of International Business Environment. CONTENTS Foreword vii Acknowledgement ix Preface xi 1. INTRODUCTION AND TRADE THEORIES 1.1 Introduction 1.2 What is Business? 1.3 Objectives of Business 1.4 What is International Business and its Evolution? 1.5 Concept and Nature of Business Environment 1.6 Meaning of International Business Environment 1.7 Features of International Business Environment 1.8 Importance of International Business Environment 1.9 International Business Environment: A System Approach 1.10 Factors Affecting International Business Environment 1.11 International Trade Theories 1.12 International Business Environment and Indian Economy 1.13 Globalisation of Business: Concept and Evolution Summary Questions for Discussion Case Study 2. MODES OF INTERNATIONAL BUSINESS 53 2.1 Introduction 2.2 Stages of International Business...



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