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International Business: Competing in the Global Market Place.
Article Type: Suggested reading From: Strategic Direction,
Volume 24, Issue 9. Charles Hill, McGraw-Hill, New York, NY,

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2007. International business refers to business activities that involve the transfer of resources (raw materials, capital and people), goods (finished assemblies and products), services (management consulting, financial services, insurance and education, etc.), knowledge and skills (managerial skills ...

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What is International Business

International Business: Competing in the Global Marketplace. Charles W. L. Hill. Irwin/McGraw-Hill, 2000 - Competition, International - 692 pages. 0 Reviews. By focusing on managerial implications, this text offers an in-depth look at international business. It covers: how and why countries differ; the functions of the global monetary system ...

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