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ISBN: 9780135001127 0135001129: OCLC Number: 718685143: Description: 902 p. : ill: Contents: Preface xxvii About the Authors xxxvii Part I: BACKGROUND FOR INTERNATIONAL BUSINESS 21 Globalization and International Business 2 Part II: COMPARATIVE ENVIRONMENTAL FRAMEWORKS 442 The Cultural Environments Facing Business 443 The Political and Legal Environments Facing Business 864 The Economic ...

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From a business perspective, the primary incumbent in an international business environment is the multinational enterprise (MNE), which is a company that pursues strategic success in global production and sales (i.e. operating within a number of country borders). The number of examples of this type of firm is constantly growing.

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"International business" is also defined as the study of the internationalization process of multinational enterprises. A multinational enterprise (MNE) is a company that has a worldwide approach to markets, production and/or operations in several countries.

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International Business Environments and Operations Fifteenth Edition Global Edition John D. Daniels University of Miami Lee H. Radebaugh Brigham Young University Daniel P. Sullivan University of Delaware PEARSON Boston Columbus Indianapolis New York San Francisco Upper Saddle River

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□ International companies have more diverse and complex operating environments than purely domestic ones. □ Companies' international operations and their governmental regulations affect overall national conditions—economic growth, employment, consumer prices, national security—as well as the success of individual industries and firms.

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