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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, 2007

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INTERNATIONAL COMPETITION. Manufacturers in the United States, for example, must compete not only with exports from other countries, but also with American subsidiaries of foreign corporations. The same is true for manufacturers and other companies in Japan and the European Union (EU). Newly industrialized countries such as China, Singapore,...

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