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Chapter 1 International Business - SlideShare

INTERNATIONAL COMPETITION. Manufacturers in the United States, for example, must compete not only with exports from other countries, but also with American

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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,...

*INTERNATIONAL BUSINESS: COMPETING IN THE GLOBAL MARKETPLACE
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International Business: Competing in the Global ...

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