

International Business Competing In The Global Marketplace Charles WI Hill

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A brilliant international business textbook - it covers such topic areas as economic theories, government policies, business strategies, organizational structures, etc. - all the usual stuff you'd

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expect to find in any business text.... but what Hill does is that he seems to go a little further than all of his contemporaries.... he challenges not only their explanations, but debunks them as impracticable, worthless and infantile [in some cases]... it's an amusing spectacle when you consider the

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International Business: Competing in the Global Marketplace, 11th Edition by Charles Hill and G. Tomas M. Hult (9781259578113) Preview the textbook, purchase or get a FREE instructor-only desk copy.

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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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