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International Business (Second Edition)

By R. Chandran

Jaico Publishing House, Delhi, India. Softcover. Book Condition: New. Second Edition. International business has become an integral part of the growth strategy both for companies as well as countries. The current aggressive cross border operations and acquisitions, takeovers and mergers by Indian companies has enhanced the image of the country and Indian companies in the international business arena. Innumerable functions and innovations are emerging in the same field every day. This process has led to business operations and business schools becoming more sophisticated with knowledge, skills, and information. Business schools are now viewing the subject of International Business from a broader perspective and not the conventional export-import operations. This book has done due justice by blending the required inputs of all these areas and presenting them to students and practitioners. The second edition of this book embarks on strategic approaches that can be used by the business community to explore new avenues and untapped nations in line with the trade policy of India. It emphasizes the new opportunities and challenges being encountered at the stages of entry and operations through proper risk analysis. This book will help students and practitioners around the world in planning their activities and conducting their business...



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