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Global Business Strategies: Text and Cases

By U.C. Mathur

I.K. International Publishing House Pvt. Ltd., 2011. Paperback. Book Condition: New. 16cm x 24cm. Most countries opted market economy where, money and product sales are dependent on demand and supply paradigm rather than extraneous factors such as politics and government. The assertion needs clarification as most robust economies such as US and EU have been supporting their local businesses, thus flaunting the tenets of free or market economy. The WTO has been trying to correct the situation with other UN bodies. ò Takes the readers on hands, on mission of exploring the different aspects of global business scenario, possible IndiaÆs role in gaining their rightful share in the global market, ò Wide coverage of the subject, having real life, class tested case studies, ò Offers a unique blend of learning the subject so vital to the countryÆs economy with comparative ease and the needed depth for masters programmes and would help even doctoral students, ò Includes strategic information on certain selected countries, how to enter their markets, the cultural situation that would help global business players to avoid from making avoidable blunders, ò Deals with the cultural aspects of global business in detail, ò Comprehensive on the subject, uses lucid...



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