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With stagnated demand in many home economies, the need to internationalize and exploit foreign market opportunities has never been more paramount for businesses to succeed at a global level. However, this process raises a number of questions, such as: can firms use their knowledge of one market in the next? Can firms pursue internationalization on several fronts at the same time? How should firms handle cultural and institutional differences between markets?

This textbook provides students with the core research in international business and strategy, including organization, efficiency, external relationships and the challenges found in an increasingly multicultural world. Each part begins with a presentation of the issues and controversies faced in that particular area, followed by a synthesis of the research which provides avenues for future research. To facilitate and encourage further debate and learning, each part also includes at least one original case study.

Compiled by two of the World's leading scholars of international business, and supplemented with critical commentaries and a range of integrative case studies, this comprehensive textbook provides advanced students of international business and strategy with a resource that will be invaluable in their studies and beyond.

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Review

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'This book is one of the few advanced books about strategies in the International business field. The authors were successfully able to make a comprehensive book that will challenge graduate students and executives to think more carefully about international strategies.' - Hans van Kranenburg, Radboud University, the Netherlands

'Professors Buckley and Ghauri are renowned in Europe, and globally, for their contributions to thinking and publishing in the field of international business. They have compiled here world-class material on cutting-edge issues in the field that every serious student of international business would want to pay serious attention to.' - Shameen Prashantham, University of Nottingham, Ningbo Campus, China

About the Author

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Reading a book tends to be new life style in this particular era globalization. With studying you can get a lot

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