



International Business: Themes and Issues in the Modern Global Economy

Debra Johnson, Colin Turner

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With a challenging new approach to its subject matter, this book addresses international business with globalization as its underlying theme. By illustrating globalization as a phenomenon that is fundamentally altering corporate strategy, this book critiques the complexities of globalization and

its impact on international business. By doing so, it is entirely unlike other books on the subject.

International Business addresses subjects often neglected by other books, such as MNEs, SMEs and the information economy, while encouraging business students to develop a more international perspective and discard parochial tendencies. With this lucid approach, International Business provides students with an integrated overview of the field that is both theoretical and highly practical.

Case-studies include:

- aiding the globalization of SMEs: the OECD's Bologna Charter
- China and the WTO
- the pharmaceutical industry and the developing world
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