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ECON 401 International Business Mini Sem. 1 Preview text International Business: Competing in the Global Marketplace Charles W. L. Hill Chapter 1 This chapter sets the scene for the rest of the book.

International business summary chapters 1-5 - StuDocu

Globalization of Markets Globalization of markets refers to the merging of historically distinct and separate national markets into one huge global marketplace. Instead, there is the “global market” falling trade barriers make it easier to sell globally consumers’ tastes and preferences are converging firms promote the trend by offering the same basic products worldwide 1-4

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Chapter 1: Global Economy Based on textbook "International Business: Competing in the Global Marketplace" by Charles W. L. Hill (10th Edition)

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International Business: Competing in the Global Market Place 2008 Charles Hill. International Business: Competing in the Global Market Place . New York, NY: McGraw-Hill 2007. 729 pp., ISBN: 10: 0071106715 6th ed

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