

International Business Competing In The Global Marketplace 9th Edition

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International Business: Competing in the Global Marketplace

Chapter 1: Global Economy Based on textbook "International Business: Competing in the Global Marketplace" by Charles W. L. Hill (10th Edition) Terms in this set (85) globalization. the shift towards a more integrated and inter-dependent world economy. Globalization is occurring in 2 parts:

International Business Midterm (Ch 1-8) Flashcards | Quizlet

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Test Bank International Business Competing in the Global Marketplace 10th Edition. Chapter 01 Globalization. True / False Questions. 1. The shift toward a more integrated and interdependent world ...

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International business refers to business activities that involve the transfer of resources (raw materials, capital and people), goods (finished assemblies and products), services (management consulting, financial services, insurance and education, etc.), knowledge and skills (managerial skills, intellectual property rights), or information (databases and networks) across national boundaries.

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International business also increases competition in domestic markets and introduces new opportunities to foreign markets. Global competition encourages companies to become more innovative and efficient in their use of resources. For consumers, international business introduces them to a variety of goods and services.