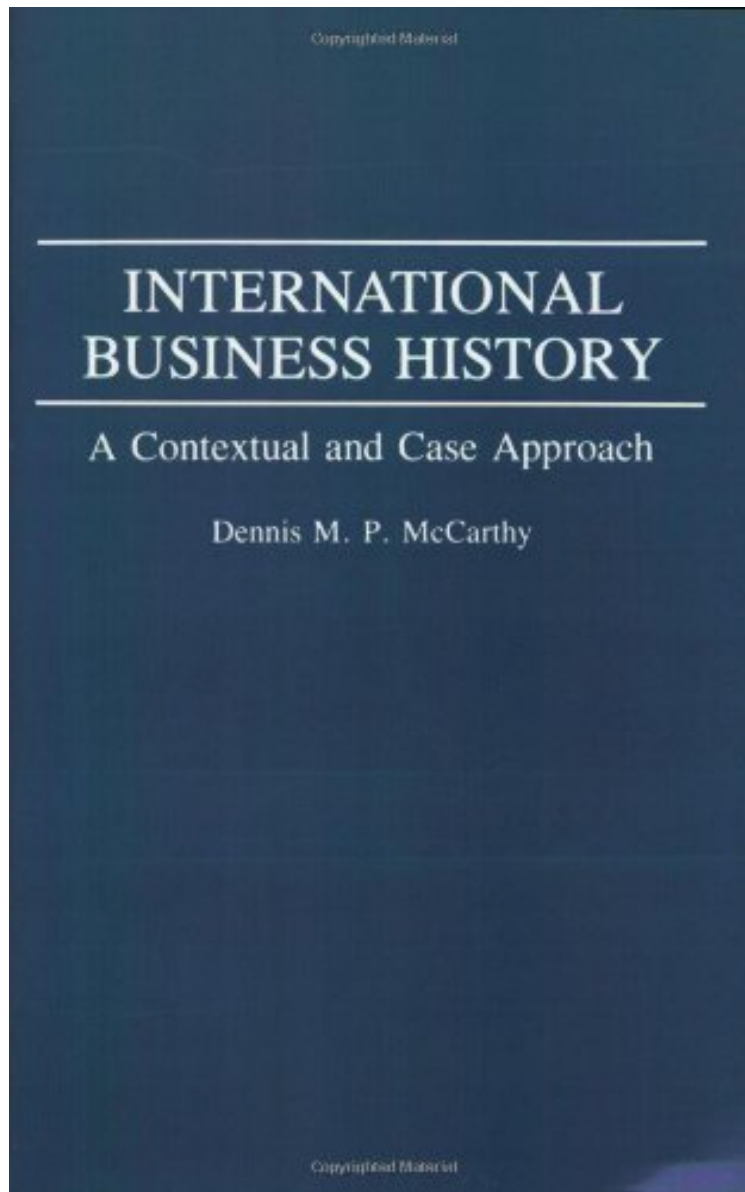


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International Business History: A Contextual and Case Approach

Dennis Mccarthy

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This text presents for the first time the history of international business, using both a case and contextual approach.

Case studies from around the world are analyzed in both their internal and external contexts. Divided into five geographical sections--Europe, North America, Central America/South America/the Caribbean, Africa, and Asia/the Western Pacific--the text features case studies of particular businesses of various periods, as well as essays on international business and economic integration in the particular regions. Introductions to each section define main themes and relate the case studies to those themes; commentaries introduce each case study and summarize key issues. This pioneering text is suitable for upper-division courses in international business history. It can also serve as a supplementary text in courses in international economic history, international economic relations, economic development, and comparative management