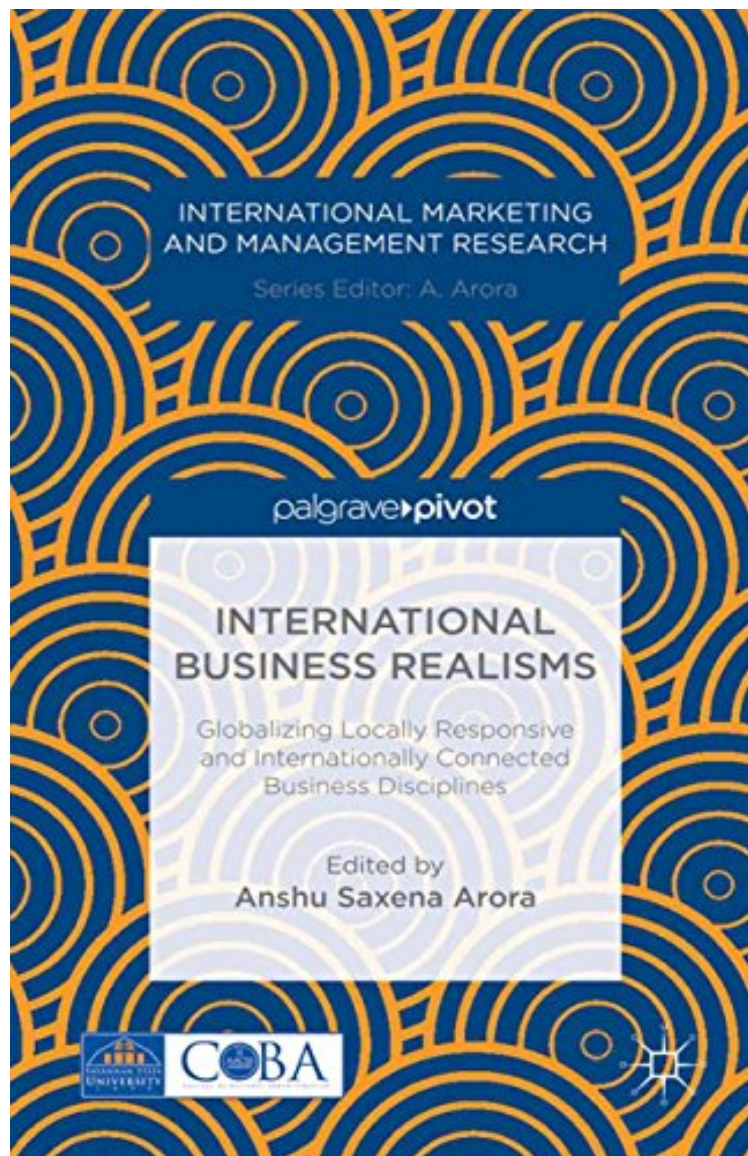


(Library ebook) International Business Realisms: Globalizing Locally Responsive and Internationally Connected Business Disciplines (International Marketing and Management Research)

International Business Realisms: Globalizing Locally Responsive and Internationally Connected Business Disciplines (International Marketing and Management Research)

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Research):

International Business (IB) is a complex and interdisciplinary field. It encompasses regular currency and political risks alongside fundamental uncertainties and variations in international development, collaboration, social values, and shared objectives. As globalization expands our markets across national boundaries, institutional innovation and experimentation is essential for countries to brand their products globally and develop internationally acclaimed products. The contributors of International Business Realisms analyze instances of interdisciplinary marketing and branding for the global market place and distill practical implications for effective international and domestic marketing.

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