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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 Place20081Charles 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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Charles W.L. Hill, International Business: Competing in the Global Marketplace, 9th Edition (New York: McGraw-Hill/Irwin, 2013), Chapter 7. Vinod K. . by Bharat Forge Ltd.. 10 Dec 2018 .

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