



International Strategic Management

By Mike W. Peng

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 Discover both sides of international business and how to prepare for the future. International Strategic Management doesn't just show you what it's like for foreign businesses entering a new market; it reveals what domestic companies must do to survive foreign competition. Key Feature The Strategy in Action boxes, as well as the opening and closing cases, provides up-to-the-minute, real-world examples of the material presented in the book. Ethical challenges are presented in the boxes and cases, and ethics-based questions appear in the discussion questions, encouraging students to consider the ethical issues involved in business today
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