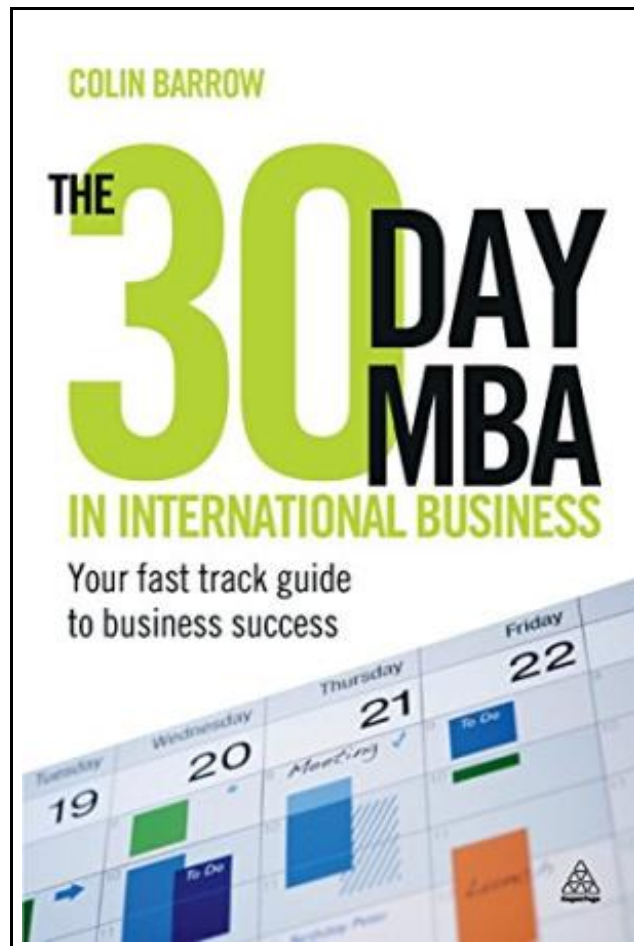


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Kogan Page Limited/Viva Books, 2011. Softcover. Book Condition: New. First edition. As business becomes increasingly reliant on succeeding in export markets, the need for specialist knowledge in international trade is at its highest. The 30 Day MBA in International Business draws on the 12 fundamental disciplines that form the basis of the modern MBA in International Business course, and explains the key tools and concepts you need to assess situations and make successful decisions. Incorporating a wide range of case studies, including IKEA, Dell, Amazon and the Indian brand Tata Nano, as well as links to valuable online resources and self-assessment tests, this book will enable you to: ? find and analyse market data on any business or market ? eliminate gaps in your international business knowledge ? learn how to give your company and its products or services the edge in a competitive market ? revise for your exam if you are studying for an internationally focused business course ? download hundreds of Free business tools to help you carry out economic, financial, marketing and quantitative analysis ? and much more The 30 Day MBA in International Business puts skills and know-how within reach of all professionals and students. With extensive coverage of the essential topics ? including the history and social effects of international trade, political systems and concepts of varying cultures and countries as well as international marketing strategy, it will equip you with the knowledge and confidence to participate in strategic decisions alongside MBA graduates, and complete at work and in business. Contents: Introduction ? Introduction to international business ? A brief history of the instruments of international business ? Why and how businesses become international ? International trade theory ? an A to P ? The economic, social and enterprise effects of international business ?...



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