



Global Business Transcendence: International Perspectives Across Developed and Emerging Economies (International Marketing and Management Research)

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Global Business Transcendence focuses on both empirical studies with practical application and examinations of theoretical and methodological developments in the field of business studies. By drawing on important research and case study material from contributors all over the world, this collection offers genuinely international perspectives on the key issues and concerns preoccupying policy and decision makers, bringing together chapters that examine international business strategies across emerged and emerging economies. The collection argues that country's borders are becoming less important from a trade perspective. We are thus quickly approaching a single global economy.

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