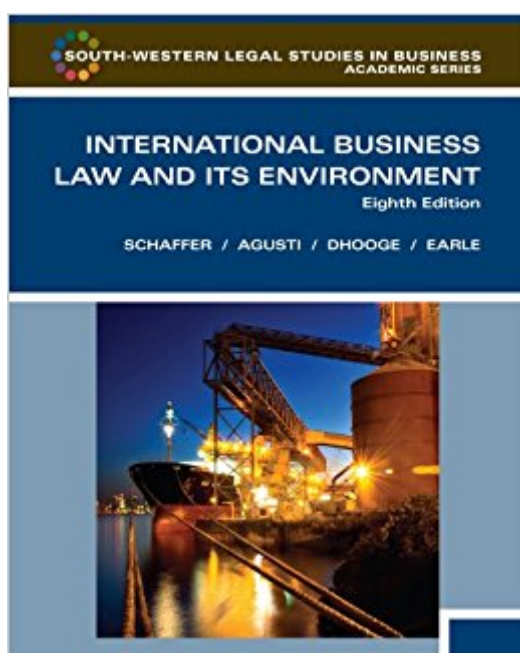


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International Business Law And Its Environment, Eighth Edition (South-Western Legal Studies In Business Academic Series)



Synopsis

International Business and Its Environment delivers comprehensive coverage of the legal, cultural, political, economic, and ethical issues global business managers face. Focusing on the trade, licensing and investment life-cycle that many domestic (new-to-international) and multinational organizations experience, the authors present the market-entry strategies, increasing levels of penetration into foreign markets, and set of risks that firms encounter during each life-cycle phase. From protecting and licensing intellectual property to learning the special challenges of doing business in developing countries and non-market-economies, the 8th Edition helps you understand the most important and emerging issues in global business law through its cutting-edge cases and real-world examples, relevant case questions, managerial problems, and ethics activities.

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Hearing Committee on Attorney Discipline.

This thorough and intense law textbook teaches fundamentals of international business law to the core. It is a really good resource.

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