



International Business (Oxford Higher Education)

By Rakesh Mohan Joshi

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Beginning with an overview of globalization and international business, the book discusses in detail the various theories of international trade, international trade patterns, the institutional framework, the World Trade Organization, and international economic integrations. It goes on to discuss international cultural, political, and legal environments and the policy framework for international trade. It further elucidates country evaluation and selection, the modes of international business expansion, foreign direct investment, and multinational enterprises. Finally, it explicates the key functional areas of international business and concludes with separate chapters on contemporary issues.

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International Business (Oxford Higher Education) By Rakesh Mohan Joshi Bibliography

- Sales Rank: #7789278 in Books
- Published on: 2012-11-21
- Original language: English
- Number of items: 1
- Dimensions: 7.30" h x 1.50" w x 9.50" l, 2.82 pounds
- Binding: Paperback
- 912 pages

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Editorial Review

About the Author

Rakesh Mohan Joshi is the Professor and Chairperson, Management Development Programmes at the Indian Institute of Foreign Trade, New Delhi. He has over two decades of teaching, consultancy, and training experience in international business and marketing. He has had extensive transnational exposure in the field of international business and has been associated with several multilateral organizations such as the World Bank and the Asian Development Bank. He has authored numerous research papers in leading journals and is the author of International Marketing (OUP).

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