



# International Business: Themes and Issues in the Modern Global Economy

*Debra Johnson, Colin Turner*

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With a challenging new approach to its subject matter, this book addresses international business with globalization as its underlying theme. By illustrating globalization as a phenomenon that is fundamentally altering corporate strategy, this book critiques the complexities of globalization and

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International Business addresses subjects often neglected by other books, such as MNEs, SMEs and the information economy, while encouraging business students to develop a more international perspective and discard parochial tendencies. With this lucid approach, International Business provides students with an integrated overview of the field that is both theoretical and highly practical.

Case-studies include:

- aiding the globalization of SMEs: the OECD's Bologna Charter
- China and the WTO
- the pharmaceutical industry and the developing world
- RUGMARK: social labelling in action
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