



INTERNATIONAL BUSINESS : TEXT AND CASES

Francis Cherunilam

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This widely adopted text, now in its Fifth Edition, continues to provide in-depth coverage of the multidimensional aspects of international business. In this edition, much of the data and information is updated throughout the text. It is enriched with references to Indian situations and examples though not diverting from the international perspective. Many Case Studies given in the book further enhance the value of the text. It is useful for students of management as well as practising managers.

WHAT IS NEW TO THIS EDITION :

- Incorporates latest and up-to-date information and data on the areas covered.
- Quite a few tables have been replaced to give latest information.



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