



International Business (Sixth Edition)

By Justin Paul

PHI Learning 0. Softcover. Book Condition: New. 5th or later edition. This well accepted book, now in its Sixth Edition, designed to use as a main text for courses such as International Business Strategies, Global Business Environment and International Business. The book is now comprehensive enough to cover the syllabus of all universities worldwide. It gives upto date data and information on International Business. It also comprises a set of EXIM documents, Objective Type Questions and three Model Test Papers. New to This Edition ? Ivey?s Best Selling Case, ?Louis Vuitton in Japan? [ECCH Award Winning Case] ? Classic case??Genting Malaysia: From East to the West? ? Video Exercise matching with the chapter content from author?s fan page? facebook.com/drjustinpaul ? Update data and more examples. The text is highly useful for the students of Management, Commerce and Economics. It is also of great benefit to practising managers in the field of International Business and to export-import professionals. Contents: Preface ? Acknowledgements. Part I: Emerging Scenario: Foreign Trade and Investment?Economic and Political Environment? 1. Globalization. 2. WTO: Important Provisions and Agreements. 3. International Trade and WTO. 4. Trade Liberalization and Imports: Industry-wise Analysis. 5. WTO, Intellectual Property Rights, and Industrial Sector. 6. TRIPS...



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