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@inproceedings{Hill1993InternationalBC, title={International Business: Competing in the Global Marketplace}, author={Charles W. L. Hill}, year={1993} } Charles W. L. Hill

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Part One-Introduction and Overview

Chapter 1: Globalization Case: Who

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International Business: Competing in the Global Market Place. Article Type: Suggested reading From: Strategic Direction, Volume 24, Issue 9. Charles Hill, McGraw-Hill, New York, NY, 2007. International business refers to business activities that involve the transfer of resources (raw materials, capital and people), goods (finished assemblies and products), services (management

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consulting, financial services, insurance and education, etc.), knowledge and skills (managerial skills ...

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this set (85) globalization. the shift  
towards a more integrated and inter-  
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