



International Business: Challenges and Choices

Alan Sitkin, Nick Bowen

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Thoroughly updated and revised to give students a deeper understanding of the key international business theories, this new edition features:

- Considerably revised structure to reflect student's knowledge as they progress through an international business module
- Increased coverage of the core international business theories to enable in-depth understanding of the issues and challenges of international business
- New chapters on emerging markets and the environmental challenges facing businesses
- End of part long cases to promote a holistic understanding of international business

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