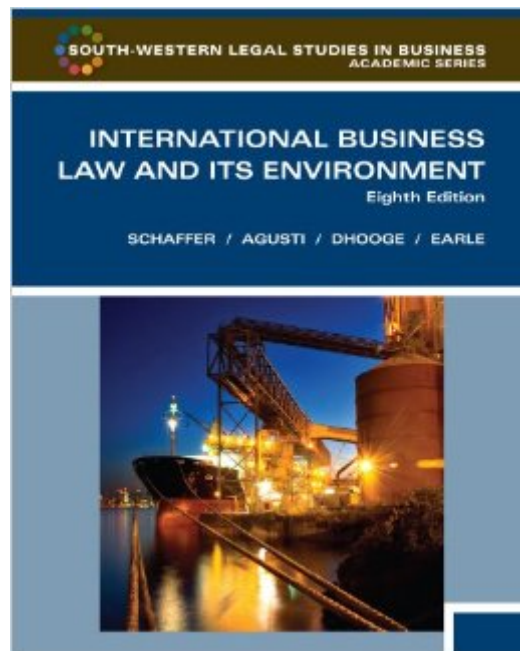


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# International Business Law And Its Environment, Eighth Edition (South-Western Legal Studies In Business Academic Series)



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International Business and Its Environment delivers comprehensive coverage of the legal, cultural, political, economic, and ethical issues global business managers face. Focusing on the trade, licensing and investment life-cycle that many domestic (new-to-international) and multinational organizations experience, the authors present the market-entry strategies, increasing levels of penetration into foreign markets, and set of risks that firms encounter during each life-cycle phase. From protecting and licensing intellectual property to learning the special challenges of doing business in developing countries and non-market-economies, the 8th Edition helps you understand the most important and emerging issues in global business law through its cutting-edge cases and real-world examples, relevant case questions, managerial problems, and ethics activities.

## Book Information

Hardcover: 736 pages

Publisher: South-Western Cengage Learning; 8th edition (January 26, 2011)

Language: English

ISBN-10: 0538473614

ISBN-13: 978-0538473613

Product Dimensions: 10.1 x 8.2 x 1.3 inches

Shipping Weight: 3.4 pounds (View shipping rates and policies)

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