



## International Business, Fourth Edition

By K. Aswathappa

Tata McGraw-Hill Education Pvt. Ltd., 2010. Softcover. Book Condition: New. 4th edition. The new edition continues to discuss basic concepts of international business in a comprehensive manner. It provides a lucid treatment of the theory and practice of global business in the Indian context. Flourished with case-lets drawn from contemporary businesses, it will acquaint the students with the fundamentals of global business. Table of contents Preface to the Fourth Edition Preface to the First Edition List of Cases List of Exhibits Part One 1. Nature of International Business 2. Multinational Corporations 3. Global Trade and its Theories 4. Foreign Direct Investment Part Two 5. Political and Legal Environment 6. Cultural Environment 7. Managing Across Cultures 8. Negotiating Across Cultures 9. Technological Environment 10. Economic Environment Part Three 11. International Strategic Management 12. International Organisation Structure 13. International Strategic Alliances 14. Integration Between Countries 15. Institutional Support to International Business 16. World Trade Organisation Part Four 17. International Operations Management 18. International Marketing 19. International Financial Management 20. Financing Foreign Trade 21. International Accounting 22. International Human Resource Management Part Five 23. Social Responsibility and Ethical Issues in International Business 24. Future of International Business 25. E-Business Name and Organisation Index...



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