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Chapter 1 GLOBALIZING BUSINESS

1 explain the concepts of international business and global business 2 give three reasons why it is important to study global business 3 articulate one fundamental question and two core perspectives in the study of global business 4 identify three ways of understanding what globalization is 5

FOUNDATIONS OF GLOBAL STRATEGY

Global Business Strategy (Quanqiu Qiye Zhanlue), to avoid potential confusion in the eyes of the political censors that this might be a book about "global military strategy" Such important but subtle local knowledge helped avoid misun-derstandings and troubles down the road, and helped a global company to successfully turn a page locally