



International Business

John D. Daniels

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Read this book as part of my MBA program. It covers "Comparative environmental frameworks, theories and institutions, the world financial environment, global strategy, structure and implementation, and managing international relations."

Shannon says

Interesting.

Duminda says

good

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Very interesting read, and an surprisingly easy to understand.

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For information on business from a global perspective, this book covers the topic effectively. I enjoy the Pro and Con arguments that provide perspective for both sides of relevant topics. There are some semantics issues but they are minor. The graphics present relevant information effectively. Overall good textbook.

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