

The background of the book cover features a misty, mountainous landscape. Overlaid on this is a network of white dashed lines that form a complex, interconnected web across the entire image. The text is centered and rendered in a clean, sans-serif font.

UNDERSTANDING BUSINESS IN THE GLOBAL ECONOMY

A Multi-Level Relationship Approach

JONATHAN S. SWIFT

Resumo de Understanding Business in the Global Economy: A Multi-Level Relationship Approach

Focussing on the way in which relationships at various levels underpin international business activities this book presents a contemporary and realistic analysis of International Business in action. The concept of change permeates the text, highlighting the dynamic and often turbulent nature of international business and management.

[Acesse aqui a versão completa deste livro](#)