

The background of the book cover features a misty, layered mountain range in shades of green and blue. Overlaid on this landscape is a network of white dashed lines that form a complex, interconnected web across the entire frame. The title is written in large, bold, white, sans-serif capital letters, centered vertically and horizontally.

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.

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