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International Business Strategy: Rethinking the Foundations of Global Corporate Success
Alain Verbeke Cambridge University Press ,
Jan 12, 2009 - Business & Economics - 481 pages

International Business Strategy: Rethinking the ...

This is a summary of the book for the course International Management in the Strategic Management and International Management program. By using this summary, I got a 9,5 (95 out of 100 points) for the exam. It was the highest grade out of all students in that year. The book that is used in this course is called International Business Strategy, written by Alain Verbeke (2nd edition). This summary also contains the summary of ...

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International Business Strategy 2nd edition

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According to the authors, a general belief persists in many industries that increasing internationalization, in the sense of growing interdependence of markets in the world economy, will ultimately lead to industry consolidations whereby only a few large firms, commanding impressive scale economies, will survive.

Entry mode dynamics 3: mergers and acquisitions (Chapter ...

Visit Business Insider's homepage for more stories. Disney unveiled on Thursday its updated international streaming strategy, and it's taking a radically different approach than rival Netflix took.

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