



# International Business: Theory and Practice

*Ehud Menipaz, Amit Menipaz*

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What is international business? How does it differ from local or national business? What are the fundamental challenges and emerging trends in international business? What is the impact of globalization, corporate social responsibility, and the ever expanding use of digital technology on corporate strategies and executive decisions?

**International Business: Theory and Practice** addresses these questions by providing the student with a broad overview of the subject, while guiding readers through the practical issues and context of international business with the use of a range of examples, cases and discussion questions drawn from around the world.

Current critical issues in international business are analysed and explored: corporate social responsibility in an era of unprecedented globalization, the rise of the global entrepreneur and the 'democratization' of competition worldwide, and applications of technology in a digital economy.

Key Features:

- Unpacks the complex issues facing both multi-national enterprises (MNE) and international small and medium enterprises (SME)
- Contains a full range of learning features including international case studies, explanations of key terms, a glossary, and annotated further reading
- A dedicated companion website with material to support both lecturers and students.

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