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Fundamental Concepts and Theories

This section serves as a foundation for this exhaustive reference tool by addressing underlying principles essential to the understanding of International Business. Chapters found within these pages provide an excellent framework in which to position International Business within the field of information science and technology. Insight regarding the critical incorporation of global measures into International Business is addressed, while crucial stumbling blocks of this field are explored. With 17 chapters comprising this foundational section, the reader can learn and chose from a compendium of expert research on the elemental theories underscoring the International Business discipline.

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