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in the last ten years while gatt and later wto were actively advocating the doctrine of free trade the world witnessed unprecedented formation of regional trading blocs focusing on the prospects and challenges of the free trade area of the common market for eastern and southern africa comesa and the question of regional trade integration the book also combines in depth theoretical and empirical analysis with leading edge discussion of institutional and policy issues from a variety of african economies this text makes a timely contribution not only to our understanding of the prospects and

challenges of regional trading arrangements in africa but also to the paradigm of regional trade integration in developing countries systematically structured with thematically linked chapters and rigorous referencing it is an essential guide for an international audience of academics researchers students and practitioners in international trade international economics development finance and development economics

marketing in japan is ideal for executives wanting a hands on guide to entering the japanese market if you are already operating any kind of business venture either in japan or with japan or if you hope to do so in the future this book is for you it provides business people with all the necessary information about business including marketing and distribution in japan few westerners have as thorough and distinguished a background in different areas of japanese trade as ian melville in addition to several years of exporting to japan he teaches japanese business at tokyo s sophia university completing a phd in the subject at tokyo university marketing in japan is an important book that will ensure that readers become well equipped to deal with increasing their business in japan

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even though terrorism poses an increasing threat to multinational companies corporate leaders can thwart attacks by learning to navigate the complexities of foreign governments social unrest and cultural dissonance multinational corporations are on the front lines of terrorism and cyberattacks two of the world's biggest threats to global security how can corporate leaders mitigate their organizations risks and develop an infrastructure that detects and deters a security menace before it happens this timely reference lays out essential political context and historical background to help executives identify contemporary threats and understand the interconnections between threat dynamics in an increasingly dangerous international environment this compelling work is organized into seven chapters the beginning chapters profile the specific risks for multinational companies and detail which global and regional factors might propagate violence targeted at american based businesses next two historical case studies on terrorist assaults at tigantourine and mombasa illustrate how counterterrorism can successfully thwart potential attacks against business targets the final part describes industrial espionage and criminal activity and then outlines a corporate counterterror blueprint to combat the prospect of terrorism providing specific recommendations for preventative measures

business practices in higher education is a breakthrough guide offering higher education and student affairs professionals an understanding of the fundamental business nature of colleges and universities the author discusses the practical applications of business concepts and models and how these applications can contribute to the overall efficiency and effectiveness of higher education institutions useful examples from a wide range of institutions including small privates large publics and community colleges illustrate these concepts this professional guide is organized into the following four sections environment and structure finance and funding people and processes perspectives on the future business practices pervade the academic student affairs and administrative sides of higher education this book affords readers a greater understanding of the true nature of higher education and an appreciation for how the academy effectively incorporates business practices into everyday work lives

the authors of this book focus on three core issues the responses of diasporas to homeland conflicts strategies for mobilizing effective homeland investment and the positive role of direct diaspora participation in development efforts

marketers must be fully equipped to meet the challenges of the information and technology driven marketplace in south africa marketing 2 e helps students to turn information into useful knowledge to obtain the competitive advantage and to be successful in the marketplace the south african examples and comment in an international setting creates local and global perspectives the text works at a small business entrepreneurial level and provides appropriate material for work in small teams the text also examines marketing from a global perspective the organization of the text is obe and

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this book aims to increase the understanding of global business issues and helps to develop a global business mindset for managers of small medium and large companies

this edition aims to equip students with a solid foundation in the essentials of an introductory management class and introduces students to current trends theories and issues in the dynamic field of management real world examples are featured in the text

this book aims to increase understanding of global business issues and help managers to develop a global business mindset approaching international business from a southern african and global point of view the authors put southern africa s place in the global village in perspective

global marketing management sixth edition continues to be one of the most widely used graduate level case texts in international marketing and a popular reference for practitioners as well this edition focuses on the opportunities and challenges of global markets and on the threat of global competition across a broad spectrum of industries

this book argues that most multinational companies lack an adequate global strategy the material provides a systematic framework for evaluating which elements of strategy to globalize and by how much and a practical guide on how to implement a globalization strategy in order to achieve a successful total global strategy spells out the interaction between industry globalization drivers and the appropriate global strategy response devotes attention to the implementation of global strategy provides a systematic framework to the analysis of global strategy stresses business level as opposed to corporate level global strategy

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