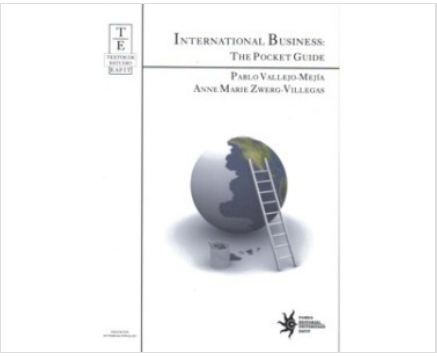
International Business: The Pocket Guide



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Sinopsis

Economic liberalization, internationalization of markets, and globalization, are three different processes that advance simultaneously threatening those who avoid adapting to them and offering incommensurable opportunities to those who do. This text is a primer for colombian students who are just initiating their studies of International Business and particularly focused for those who are interested in competitive international trade. While there are many valuable and highly recommended texts on the subject. is the one that unites the most crucial information from the Colombian perspective and in language appropriate for those for whom English is a foreign language.International Business: The Pocket Guide

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