



**UNDERSTANDING  
BUSINESS IN THE  
GLOBAL ECONOMY**

A Multi-Level Relationship Approach

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# Resumo de Understanding Business in the Global Economy: A Multi-Level Relationship Approach

Focussing on the way in which relationships at various levels underpin international business activities this book presents a contemporary and realistic analysis of International Business in action. The concept of change permeates the text, highlighting the dynamic and often turbulent nature of international business and management.

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