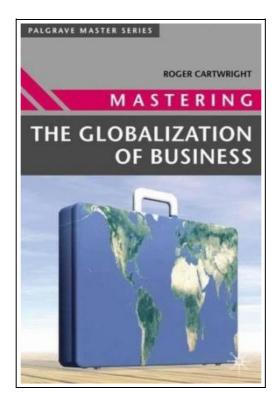
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Palgrave USA, United States, 2006. Paperback. Condition: New. 2004 ed.. Language: English. Brand New Book ***** Print on Demand *****. The book is designed to provide a basic understanding of the dynamics of globalization and its relevance for all types and sizes of business. Commencing with a brief history that shows that globalization is not just a late Twentieth and early Twenty-first-century phenomenon but has been a factor in world trade since the 1600s, the text then considers the two opposing views held about globalization. The material goes on to look at the global implications for customer relationships, marketing, human resources, finance and information. These are areas in which a narrow, national view is becoming increasingly of less value to the student. The book includes questions and case studies to aid understanding.



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