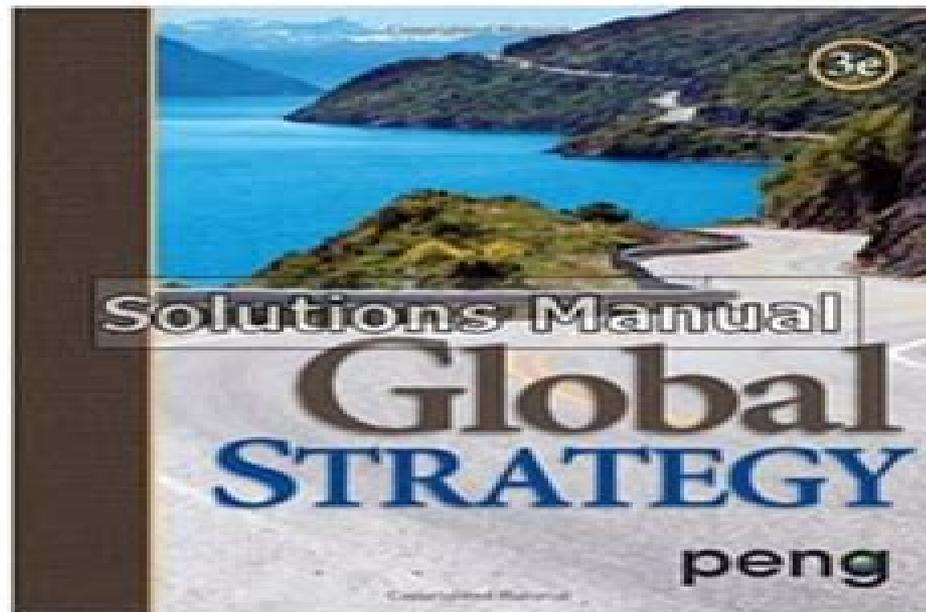


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and sets out a road map for future joint research and is an essential resource for students and practitioners of International Business and Economic Development *Global Business* Nader H. Asgary, Dina Frutos, Bencze, Massood V. Samii, Hossein Varamini, 2019-08-01 The GLOBAL BUSINESS An Economic Social and Environmental Perspective is the 2nd edition of the book titled Foundations of International Business published by Information Age Publishing Inc in 2015 We have approached the 2nd edition from a forward looking perspective by incorporating economic social and environmental issues which have strong links to stakeholders and are guided by the Triple Bottom Line TBL concept A TBL approach emphasizes the importance of Profit People and Planet or PPP The Triple Bottom Line concept is highlighted throughout each chapter Successful Multinational Enterprises MNEs are increasingly linking the company's profit maximization goal the economic or Profit maximization components to the social well being of the community and corporate social responsibility initiatives of the firm the social or People components as well as the environmental consideration of scarce resources climate change and sustainability the environmental or Planet component This approach enables readers to assess global business opportunities and risks in a comprehensive and integral manner We also have made important modifications in terms of content organization of this book as described below *Africa's Competitiveness in the Global Economy* Ifedapo Adeleye, Mark Esposito, 2018-01-10 This book highlights the key issues opportunities and challenges facing African firms industries cities and nations in their quest to compete successfully in the global economy Exploring a topic which has grown in importance as Africa faces a period of subdued economic development this edited collection takes a unique multi disciplinary multi industry and multi country approach The authors provide insights into a broad range of issues including competitiveness measurement and evaluation sectoral competitiveness of declining and emerging industries threats of the Dutch Disease and talent competitiveness This timely book offers a response to the urgent need for the diversification of economies and the advancement of manufacturing in Africa appealing to scholars of international business and economics *Multidisciplinary Insights from New AIB Fellows* Jean J. Boddewyn, 2014-07-10 Each year the Fellows of the Academy of International Business AIB spot and elect new talents to join them and expand research in international business Ten of them have contributed chapters to this volume the first of two that will feature unique insights from the AIB's best and brightest **Mobile Services Industries, Technologies, and Applications in the Global Economy** Lee, In, 2012-08-31 As business paradigms shift from desktop centric environments to data centric mobile environments mobile services create numerous new business opportunities At the same time these advances may also challenge many of the basic premises of existing business models Mobile Services Industries Technologies and Applications in the Global Economy fosters a scientific understanding of mobile services provides a timely publication of current research efforts and forecasts future trends in the mobile services industry and its important role in the world economy Written for academics researchers government policymakers and corporate managers this comprehensive volume will outline the great potential for new business models and applications in mobile

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