

BOOK # 2

Chapter 1: Introduction to International Business

- * International business is the process of buying, selling, or exchanging goods and services across national borders.
- * International business has been around for centuries, but it has grown significantly in recent decades due to advances in transportation and communication technology.
- * There are many benefits to international business, including increased market access, economies of scale, and risk diversification. However, there are also challenges, such as political instability, currency fluctuations, and cultural differences.

Chapter 2: The International Business Environment

- * The international business environment is made up of the political, economic, cultural, technological, and competitive factors that affect businesses that operate across borders.
- * Businesses need to understand the international business environment in order to make informed decisions about their international operations.

Chapter 3: International Trade

- * International trade is the exchange of goods and services between two or more countries.

International human resource management (IHRM) is the process of managing people across national borders. It involves a number of decisions, such as:

- * How to recruit and select employees
- * How to train and develop employees
- * How to compensate and reward employees
- * How to manage performance
- * How to resolve disputes

IHRM is important for businesses that operate in multiple countries. It requires businesses to have a deep understanding of the different labor markets they are operating in and to be able to adapt their HR

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