



International Business

K Aswathappa

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This book discusses in a lucid and easy-to-understand manner, the theory and practise of international business in the Indian context. It provides an in-depth coverage of the subject matter, with the help of numerous real life examples and cases. Along with this, a rich and user-friendly pedagogy makes it useful for the students of business management and other disciplines, where international business is taught as a course.

This new edition endeavors to make the book closer to the contemporary practices and developments, thus making the text up-to-date.

Salient Features :

- Additional sections and sub-sections across chapters.
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