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International Business Mike W Peng (University of Texas at Dallas) Klaus E Meyer (University of Bath, and your authors, have studied, worked and taught global business throughout our careers This personal experience and expertise gives us our foundation for writing this book, and enables us to offer you diverse international business

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43 Without adjusting for PPP, emerging economies contribute about 26% of the global GDP Adjusting for PPP, they now contribute approximately 45% of the global GDP The reason there is a huge difference between the two measures is because: a the cost of living in emerging economies tends to be lower than that in developed economies

Chapter 1: Globalizing Business

of international business Focusing on one company that many students will be familiar with, the case illustrates the global nature of a) their customer base, b) their supplier network, c) International Business 2nd Edition Peng Solutions Manual

Chapter 2 UNDERSTANDING FORMAL INSTITUTIONS: ...

business around the world Chapter Summary This chapter takes an in-depth look at the institution-based view After discussing what institutions do and how they influence global business, we look at three types of formal institutions: political systems, legal systems, and economic systems As we discuss

Chapter 1 : Globalizing Business (pp. 3-0)

Chapter 1 : Globalizing Business (pp 3-0) Globalizing Business: Chapter Objectives LEARNING OBJECTIVES After studying this chapter, you should be able to: LO1 explain the concepts of international business and global business LO2 give three reasons why it is important to study global business

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Events such as the global crisis and the G-20 summit can be challenging to understand, but Global Business provides a unified framework, consisting of one big question and two core perspectives (see Figure 13 on page 9), that allows students to analyze such events more effectively. In fact, in the middle of the economic crisis,

Peng fm 1.

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Global Business Strategy (Quanqiu Qiye Zhanlue), to avoid potential confusion in the eyes of the political censors that this might be a book about "global military strategy." Such important but subtle local knowledge helped avoid misunderstandings and troubles down the road, and helped a global company to successfully turn a page locally.

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3 Organizational Participants That Make International Business Happen 94 i- The Emergence of Born Global Firms 95 Four Types of Participants in International Business 96 Participants Arranged by Value-Chain Activity 97 Illustrating the International Value Chain Using Dell Inc 98 Focal Firms in International Business 99

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responsiveness and innovation because the rules of the game are defined by the global heavyweights. ANS: F PTS: 1 DIF: Difficult REF: p 22 OBJ: 23 NAT: AACSB: Tier 1 Technology | Tier 2 Information Technology 7 Managers and firms rationally pursue their interests and ...

Chapter 2 UNDERSTANDING FORMAL INSTITUTIONS: ...

institutions do and how they influence global business, we look at three types of formal institutions: political systems, legal systems, and economic systems. As we discuss

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CHAPTER 2 MANAGING INDUSTRY COMPETITION

PART I FOUNDATIONS OF GLOBAL STRATEGY: Chapter 2 Managing Industry Competition 19 CHAPTER TWO - LECTURE NOTES AND TEACHING TIPS SUMMARY OF THE OPENING CASE: THE AUTOMOBILE INDUSTRY - FROM GOOD LIFE TO BLOODBATH AT THE TOP This opening case highlights some of the recent trends in the global automobile industry that have led a

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