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George Cairns, Martyna Sliwa

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With the ultimate question of why studying the world of international business is important to you as an individual, George Cairnes and Martyna Silwa present an astute, conversational, and stimulating exploration of contemporary international business. With considerations such as the challenge to principles of business in the context of trading blocs, protectionism, and restricted trade; the effects of international governing bodies of the like the WTO, the IMF and the World Bank; and how everyone and everything fits into the larger picture. This short book looks at a very big and interesting field with humor and insightfulness.

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