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Culture appears early (Chapter 2) and is integrated throughout the text, using culture-rich chapter openers and lively examples of how culture affects international business.. In Chapter 3, political risk levels are presented with an updated map Chapter 5 gives an analysis of a new index called the UN World Risk Index, and the Big Mac Index and the Human Development Index provide the most recent data focusing on Canadian numbers in comparison to other countries.. The crucial role that emerging markets play in the global economy and international business is an ongoing focus in this edition.

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Each part in the Canadian edition concludes with the Teaming Up project, a course-long, critical- and creative-thinking exercise for students to develop a market research analysis—from the Canadian perspective—for a product or service comparing two selected countries.. Chapter 4 (International Ethics) is entirely new This chapter includes examples of ethical dilemmas that international managers may encounter.. Additionally, the chapter's company profile features Datawind, a Canadian-owned technology company that developed the world's cheapest tablet for the Indian market.. In the same chapter, the subcultures section has a Canadian emphasis, and both the company profile and the international management case feature successful Canadian companies.. Covering culture in this way gets students interested in chapter material because it illustrates how concepts relate to the real world.

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HALLMARK FEATURES OF INTERNATIONAL BUSINESS Culture Early and Often Culture is a fundamental element of all international business activity.. The chapter contains topics such as codes of ethics, corporate social responsibility, sustainability, fair trade, and the principles of responsible investment from the UN.. For example, the Culture Matters feature box in Chapter 5, titled "Foundations of Development," discusses how ambition and fear in emerging markets has created \$3000 autos, \$300 computers, and \$30 mobile phones that appeal to customers worldwide. [Baby Shaker Ipa Download Free](#)

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The latest available data and reference sources are put forward in each chapter For example, the section called 'Measuring Globalization' in Chapter 1 presents the latest Index of Globalization (2012) developed by the KOF institute.. For example, the company profile in Chapter 7 describes a new trend in foreign direct investment where companies in developed countries, such as Calgary-based Nexen Inc.. For example, in Chapter 2, Canadian culture is explained using Hofstede's cultural dimensions.. This edition keeps pace with current events and integrates them into chapter-opening company profiles, feature boxes, and end-of-chapter mini cases.. For example, coverage of international finance (Chapter 9) has been streamlined, removing extended calculations using cross rates and coverage of discounts and premiums. cea114251b [Adobe Zii 2019 V4 2 7](#)

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