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In the 21st century, most businesses participate in globalization, whether by entering new markets worldwide or dealing with competitors from around the world. In addition, the Internet and the accelerated evolution of related tools such as social media provide businesses, as well as individuals, the means to participate globally at an increasing pace. In order to identify profitable business opportunities and to recognize potential obstacles, one must have a complete picture of the global business environment. The Web and

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other Internet tools also give both new and traditional producers of information additional ways to deliver content to the end user, including interactive, web-based databases, digital files, or twitter updates—to name a few. Taking these trends into consideration, *International Business Research: Strategies and Resources* provides the basic tools that are useful for doing international business research. Following an introduction that outlines the foundation for international business activity—money, the international monetary system, and financial markets—subsequent chapters address: essential information such as sources, organizations, and websites that list resources for specific regions and countries; how to find international company information and financial data; the major classification schemes used to find relevant industry data, including import/export statistics; and international market and industry research. Each chapter of *International Business Research* includes research recommendations based upon the authors' practical experiences and discusses the sources available to meet research needs, making this a valuable tool for anyone involved in the business world, particularly business school librarians, business students, and business professionals.

'This work is recommended for corporate libraries whose companies are involved in international business, and for academic libraries affiliated with colleges of business.' - Kay M. Stebbins, *Choice* This project is distinctive in that it really is a 'Who's Who' rather than a directory of all scholars engaged in international business education and research.

Showcasing methodological rigour and state-of-the-art methods as hallmarks of modern international business (IB) research, this book offers a collection of the most relevant and highly cited research methods articles from the *Journal of*

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International Business Studies (JIBS). Each piece is accompanied by a new Commentary written by experts in the field; some also include Further Reflections by the original authors. Encompassing both qualitative and quantitative approaches, this comprehensive volume explores research design, testing and reporting, as well as specific methodological issues such as endogeneity, common method variance, and theorising from case studies. With recommendations for best practices relating to interaction effects, hypothesis testing, and replicability, this book is a unique and up-to-date reference source on the latest research methods and practices in international business. The book will also be essential reading for those studying any sub-discipline of IB research, including international economics, entrepreneurship, finance, management and marketing.

As more and more companies enter the global business arena, it is critical that they acquire relevant information specific to their industry and the country that they wish to enter. This book explains how to perform accurate, timely, and appropriate research to make informed strategic decisions. The chapters of "International Business Research" follow the overall research process - defining the research problem, explanation of research methodologies, data analysis, report writing and dissemination. The book presents methodologies for most functional areas and can be used as a research tool for the broad international business field. It includes in-chapter learning objectives, exercises, summaries, boxed inserts, and a detailed glossary. In addition, a sample data disk is bound into each copy of the book.

Contributors in international business, multinational

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management, and marketing examine current research in international business from an issue-oriented approach rather than a functional approach. Themes are the macro-environment, interactions between business and institutions, and competition and strategy. Some topics discussed include regional integration, cultural and financial globalization, intellectual property protection, and multilateral agencies. Business groups, international acquisitions and alliances, and the impact of the Internet on international business are also examined. Material originated at the April 2000 International Business Research Forum. Annotation copyrighted by Book News, Inc., Portland, OR

This volume is devoted to those areas that can advance our understanding of international business. It contains contributions from intellectual leaders of the field, using cutting edge research to explore frontier topics in international business, and to look at where international business is going.

SCOTT (copy 1): From the John Holmes Library collection.

This insightful new textbook provides comprehensive coverage of the theories and practices key to negotiating business deals in the twenty-first century. Employing a holistic framework, it offers an understanding of the factors that influence the negotiation process, the challenges associated with negotiating across borders and the strategies used by negotiators.

Provides an in-depth analysis of some of the most recent challenges for international businesses, such as corporate social responsibility and the phenomenon of outward foreign direct investment from China. Reflects on the new

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perspectives in international business by presenting the experience of successful business experts in the field.

Artificial intelligence (AI) describes machines/computers that mimic cognitive functions that humans associate with other human minds, such as learning and problem solving. As businesses have evolved to include more automation of processes, it has become more vital to understand AI and its various applications. Additionally, it is important for workers in the marketing industry to understand how to coincide with and utilize these techniques to enhance and make their work more efficient. The Handbook of Research on Applied AI for International Business and Marketing Applications is a critical scholarly publication that provides comprehensive research on artificial intelligence applications within the context of international business. Highlighting a wide range of topics such as diversification, risk management, and artificial intelligence, this book is ideal for marketers, business professionals, academicians, practitioners, researchers, and students.

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