



# International Business: Themes and Issues in the Modern Global Economy

*Debra Johnson, Colin Turner*

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*International Business* offers a holistic examination of the processes that influence the evolution of strategy in the modern global economy. It is divided into three sections:

- impact of globalization: how globalization has driven the processes of regional integration and the emergence of transnational governance structures
- environmental drivers: how international strategy is shaped and the emergence of internationalized businesses
- resource issues: how resources can determine success in the global economy or impede firm evolution.

Featuring a wealth of new case studies, updated pedagogy and a fresh new design, this new textbook will prove essential reading for all those studying international business.

A companion website provides additional material for lecturers and students alike:  
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