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A Strategic Approach

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Science and Health Mary Baker Eddy, 1991-04 First published in 1875 and read by more than eight million people, this nondenominational book has a 119-year history of healing and inspiration. To attract a new audience, this time-honored message of healing has a powerful new cover, easy-to-read page layout, and word index. Named one of 75 Books by Women Whose Words Have Changed the World.

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International Books in Print, 1987

Multinational Financial Management, Fourth Edition Test Bank Shapiro, 1992-01-01 *Multinational Management, International Edition*, 2013

Multinational Management John B. Cullen, 2001 *Multinational Management: A Strategic Approach* uses strategy as its unifying theme to explore the global economy and the impact of managerial decisions. By examining comparative management issues thoroughly, this text reveals the strengths and weaknesses of competitors and how to adapt organizational practices. Cullen also covers the key topics of the formation and implementation of strategies in the global environment, the building of strategic alliances, negotiation, and cross-cultural communication, international human resource management, and business ethics.

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