



# Globalization and Business

*John D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan*

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Offering a fourteen-chapter format, this brief book provides readers with a “quick read” integration of the most pertinent issues in international business. A micro and macro focus appeals to readers' separate roles as managers and as citizens. Chapter-opening vignettes illustrate the importance of chapter material. For anyone with international business responsibility.

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