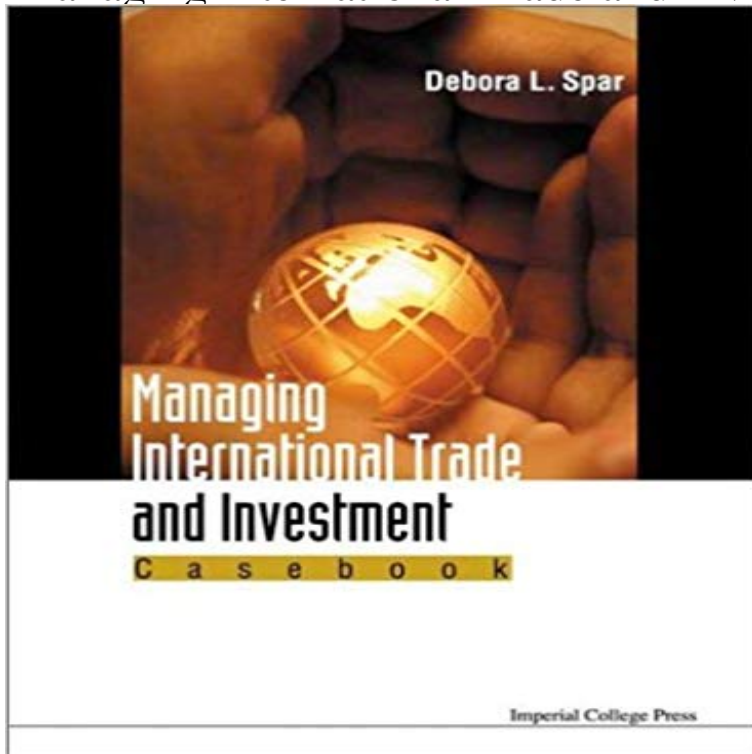


Managing International Trade and Investment: Casebook



Despite the ease with which it is often conducted, doing business across borders is not the same as doing it at home. Rather, it entails a whole new set of managerial challenges: re-assessing competitive advantage; evaluating diverse political environments and legal structures; considering the impact of currency fluctuations and trading regimes; and understanding widely disparate cultures and business norms. Using the cases presented in this book, instructors can help their students build a framework of analysis that will enable them to understand the challenges of international trade and investment and master the opportunities these represent.

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