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August 1st 1993 by Addison Wesley Publishing Company. Hardcover, 768 pages. Author (s): John D. Daniels, Lee H. Radebaugh. , Daniel P. Sullivan. ISBN:

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From a business perspective, the primary incumbent in an international business environment is the multinational enterprise (MNE), which is a company that pursues strategic success in global production and sales (i.e. operating within a number of country borders). The number of

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examples of this type of firm is constantly growing.

The International Business Environment | Boundless Finance
International Business: Environments and Operations. John D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan.

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