

Megatrends in International Business

Examining the Influence of Trends on Doing Business Internationally

The Academy of International Business (UK and Ireland Chapter) Published in association with the UK and Ireland Chapter of the Academy of International Business. This book presents the main trends in International Business, with special emphasis on how these trends can shape and help propel the field forward. Covering a variety of timely topics, from AI to the belt and road initiative, the book enhances our understanding of how and why technology, funding, policies, managerial decisions, cultural differences, and changes in subsidiaries can affect businesses that operate in foreign markets. A valuable resource for scholars and students in international business, this book provides fresh perspectives into the changing global business environment.

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