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International Business Environments and Operations Fifteenth Edition Global Edition John D. Daniels University of Miami Lee H. Radebaugh Brigham Young University Daniel P. Sullivan University of Delaware PEARSON Boston Columbus Indianapolis New York San Francisco Upper Saddle River

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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 examples of this type of firm is constantly growing.

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international business because basic similarity among people is both a cause and an effect of national boundaries. The laws governing business operations also apply primarily along national lines....

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