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(IBL) *Presentation of the
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(hint: it's not trade) |
Haley Edwards |
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patterned after the basic market-entry strategies of most firms as they expand into international markets: trade in goods and services, the protection and licensing of intellectual property, and foreign direct investment. Through the study of law, Schaffer and Agusti give you a solid understanding of each of these market-entry strategies as they fit into the overall strategy of a particular firm.

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well as an introduction to
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investment, including
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and business vehicles and
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