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In present book the most important theoretical and practical problems of global business are studied and analyzed – impact of national differences and culture on global business. Ethics and social responsibility of global business; economic policy of global commerce; theory and practice of foreign direct investments; impact of the foreign currency exchange on global business; international monetary system; global business strategy; international economic integration; global production and logistics; marketing and human resources management in global business and etcetera . Together with the rich theoretical essence in the textbook are presented practical, analytical material and cases that significantly simplify its study and process of deep perception. The material presented is completely based on rich practice of European and US Universities in the sphere of global business studying.

The book is meant for students of Iv. Javakishvili Tbilisi State University, listeners of business schools and will provide proper assistance in extending knowledge in the sphere of global business to the practical specialists, to all persons interested in global business issues.

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