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Intro

Pressures for Cast Reduction

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1. Global standardization strategy
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Transnational strategy

International strategy

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Introduction

Employment Practices

Roots of Unethical Behavior

Philosophical Approaches

The Righteous Moralist

The Utilitarian

Conclusion

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Intro

Who am I

Whats the point

British humor

Dutch humor

Cultural differences

What do you see

Management of perception

Cultural dimensions

Hierarchy

Uncertainty

Line

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Intro

What is Globalization?

Globalization of Markets

Globalization of Production

Technological Drivers

Market Drivers

Cost Drivers

Political Drivers

Summary

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Intro

Exporting

Disadvantages

Turnkey Projects

Licensing

Franchising

Joint Ventures

Wholly owned Subsidiary

Acquisition

Major reasons to fail

Greenfield Ventures

Summary

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Thoughtful Processes

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Absolute Advantage

The Comparative Advantage

Comparative Advantage

Calculate the Opportunity Cost

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5 Levels of Economic Integration

Free Trade Area

Customs Union

Common Market

Level 4: Economic Union

Political Union

Benefits of Regional Economic Integration

Summary

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