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International Business Midterm (Ch 1-8) Flashcards | Quizlet

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Rich - Strong on Strategy Current - Thought Provoking

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International business refers to business activities that involve the transfer of resources (raw materials, capital and people), goods (finished assemblies and products), services (management consulting, financial services, insurance and education, etc.), knowledge and skills (managerial skills, intellectual property rights), or information (databases and networks) across national boundaries.

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