



## IIMA-Strategies for the Future: Understanding International Business

By Ajeet N. Mathur

Random House, London, 2016. Soft cover. Book Condition: New. 23 cms. 320pp. Have you wondered why international business seems magically simple in text books but inescapably complex in reality? With international business pushing horizons, cross border activity is rampant and national boundaries are getting blurred. Economies have opened their doors and globalization is the watchword of the hour. Strategies for the Future explores the opportunities of a mingling world with remarkably discerning anecdotes and hands you the tools to master international trade. Professor Ajeet N. Mathur helps you formulate assumptions and make decisions under uncertainty in response to differences in business environments, national competitiveness, and regional and global strategies of other business players.



**READ ONLINE**  
[ 2.51 MB ]

### Reviews

*This book is very gripping and fascinating. Yes, it is play, nonetheless an interesting and amazing literature. I found out this ebook from my dad and i recommended this pdf to discover.*

-- **Lavada Nikolaus**

*It is one of the most popular books. I am quite late in starting reading this one, but better than never. Once you begin to read the book, it is extremely difficult to leave it before concluding.*

-- **Camylle Larson**