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Course: B.A., 6th Semester, Undergraduate.

Paper No: 602

Paper Title: Business Strategy & Ethics

Unit No.: 2 (Two)

Title: Environmental Analysis

Lecture No: 4 (Four)

Title: Multinational Environment

References

1. Azhar Kazmi, Strategic Management and Business Policy Tata McGraw- Hill Latest Edition
2. Gerry Johnson, Kevan Scholes and Ricard Whittington ,Exploring Corporate Strategy: Text and Cases Pearson Education Latest Edition
- 3.P. Subba Rao Business Policy and Strategic Management, Himalaya Publishing House, Latest Edition
- 4.Robert Grant Contemporary Strategic Management: Case Studies Wiley India Pvt. Ltd.Latest Edition

Links

<http://www.indiaclass.com/international-business-multiple-choice-questions/>

<http://wwwpersonal.umich.edu/~alandear/courses/340/.../S11a-FDI.pdf>

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