

The International Business Environment

Contents

Guidelines for answers to case study questions and assignments

These guidelines provide suggestions for outline answers. They are not intended to represent the only possible lines of argument for every topic, as each is susceptible of multiple interpretations. The suggestions here outline the main points which, it is hoped, will form the basis of stimulating discussions in seminars and further research in the case of the assignments. More recent developments reported in the media, as well as students' own experiences, should blend easily into these discussions.

Chapter 1	The internal environment of business <i>Case study questions</i> <i>Assignments</i>
Chapter 2	The global economy and globalization processes <i>Case study questions</i> <i>Assignments</i>
Chapter 3	The national economic environment <i>Case study questions</i> <i>Assignments</i>
Chapter 4	Major economic systems <i>Case study questions</i> <i>Assignments</i>
Chapter 5	The cultural environment: diversity and globalization <i>Case study questions</i> <i>Assignments</i>
Chapter 6	Society and business <i>Case study questions</i> <i>Assignments</i>
Chapter 7	The changing political environment: national, regional and international forces <i>Case study questions</i> <i>Assignments</i>
Chapter 8	The international legal environment of business: moving towards harmonization <i>Case study questions</i> <i>Assignments</i>
Chapter 9	World trade and the international competitive environment <i>Case study questions</i> <i>Assignments</i>
Chapter 10	Technology and innovation <i>Case study questions</i> <i>Assignments</i>
Chapter 11	International financial markets <i>Case study questions</i> <i>Assignments</i>
Chapter 12	Global change and challenges of the international environment <i>Case study questions</i> <i>Assignments</i>