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Terms in this set (85) globalization. the shift towards
a more integrated and inter-dependent world
economy. Globalization is occurring in 2 parts:

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

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experience to deliver a complete solution, and has partnered with G. Tomas M. Hult from Michigan State University to continue to deliver a program that is:

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and digital—for instructors & students by being:
Integrated - Progression of Topics Application Rich -
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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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International business also increases competition in domestic markets and introduces new opportunities to foreign markets. Global competition encourages companies to become more innovative and efficient in their use of resources. For consumers, international business introduces them to a variety of goods and services.

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