

INTERNATIONAL BUSINESS MANAGEMENT TUTORIAL

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International Business is a subject that teaches how to nurture a local business and make it global. It explains the business practices and strategies required to succeed in international markets. In this tutorial, it has been our endeavor to cover the multidimensional aspects of International Business in an easy-to-understand manner.

AUDIENCE

This tutorial is specially designed for the students of Management, Commerce, Human Resources, Marketing, and Business Law.

PREREQUISITES

To understand this tutorial, it is advisable to have a foundation level knowledge of business and management studies. However, general students who wish to get a brief overview International business may find it quite useful.