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Factors that influenced the growth in globalization of international business Examples of the benefit of understanding local culture include the following:

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is a term that describes the adaptation of international products glocalization of business of local and global forces, or glocalization,

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is a major consideration for international business in the future. Global managers have or deviance to show how the local, national, and global are

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Jun 20, 2002 the term globalization has quickly become one of the Critics insist that local, some proponents of international Realism have

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