

International Business : Fundamentals of Doing Business Beyond Boundaries

by Dr. Nilam Panchal

Published by:

Apple Books

Plot No. 479, Block E, Vaishali Nagar, Jaipur - 21 (Rajasthan, India) (M): +91 75972 62004 E-Mail: applebookspd@gmail.com

© Dr. Nilam Panchal

First Print Edition - 2017

ISBN: 978-81-934090-8-4

All right reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording without the prior permission in writing of the publisher. Responsibility for the facts stated, opinions expressed, conclusions reached and plagiarism, if any, in this volume is entirely that of the Author, according to him the matter encompassed in this book has been originally created/edited and resemblance with any such publication may be incidental only. The Publisher bears no responsibility for them, what so ever.



INDEX

Part -1		
Chapter 1	Evolution of International Business	1
•		•
Chapter 2	Stages of Internationalization	24
Chapter 3	Four Approaches of Pursuing	
	International Trade	38
Chapter 4	Benefits of going international	55
Chapter 5	Approaches to International Market	67
	designed that year of the second the base	
	Part -2	
Chapter 6	Factors Influencing the International Trade	92
Chapter 7	Mercantilism	110
Chapter 8	Theories of International Trade	118
Chapter 9	Relative Factor Endowment Theory	132
Chapter 10	Product Life-Cycle Theory	146
Chapter 11	Porter's Theory of National	
	Competitive Advantage	154
Part -3		
Chapter 12	Technology Transfer	164
•		164
Chapter 13	Foreign Direct Investment	
	and Foreign Institutional Investment	175
Chapter 14	Balance of payment and its Components	189



Publishers and Distributors

Plot No. 479, Block E, Vaishali Nagar, Jaipur-302021 (Raj.) (M): +91 75972 62004 E-Mail: applebookspd@gmail.com

Available online at amazon

paytm

