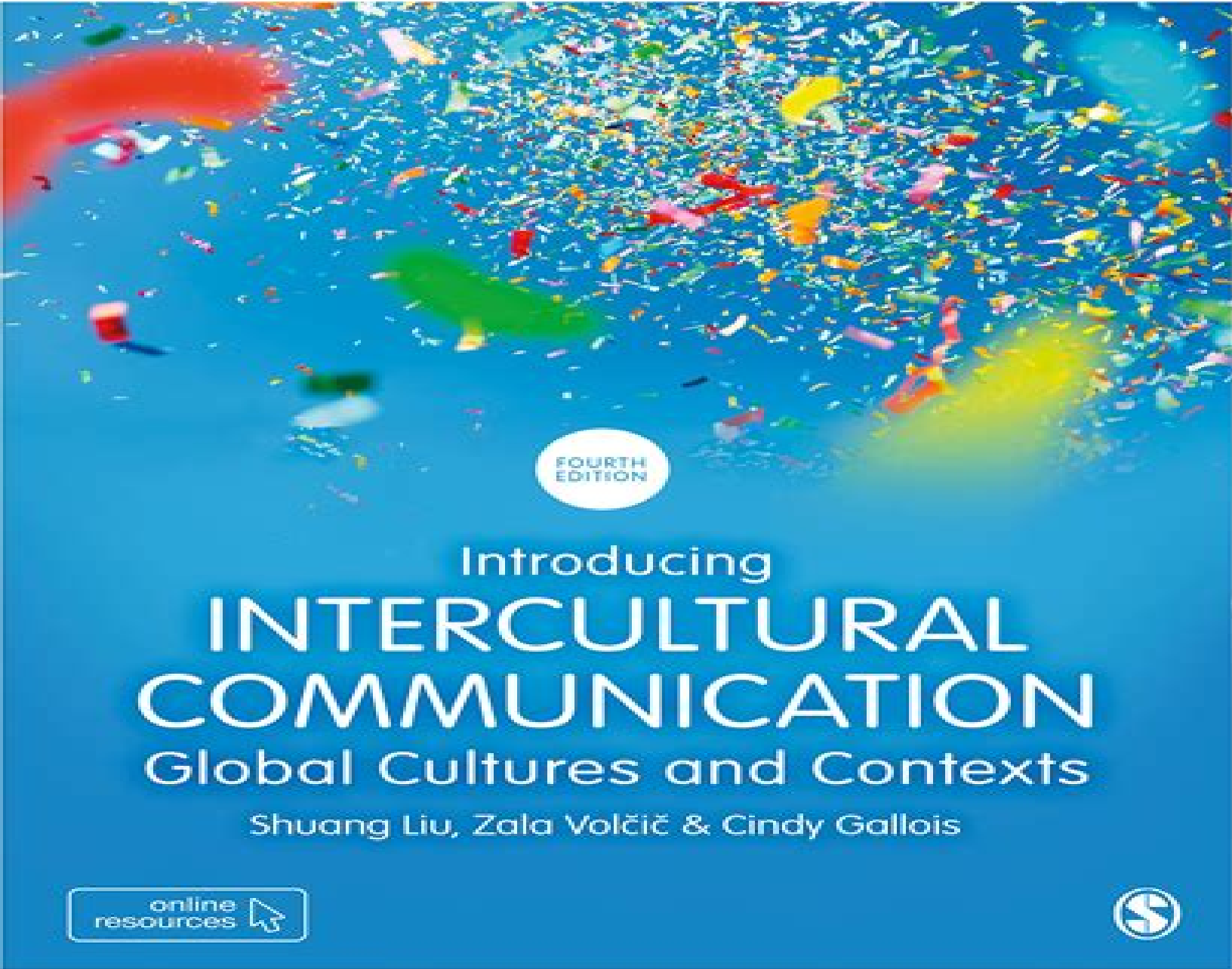




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The Cultural Dimension of Global Business (1-download) Gary Ferraro,Elizabeth K. Brody,2015-07-22 This book demonstrates how the theories and insights of anthropology have positively influenced the conduct of global business and commerce providing a foundation for understanding the impact of culture on global business and global business on culture

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