

Progress in International Business Research

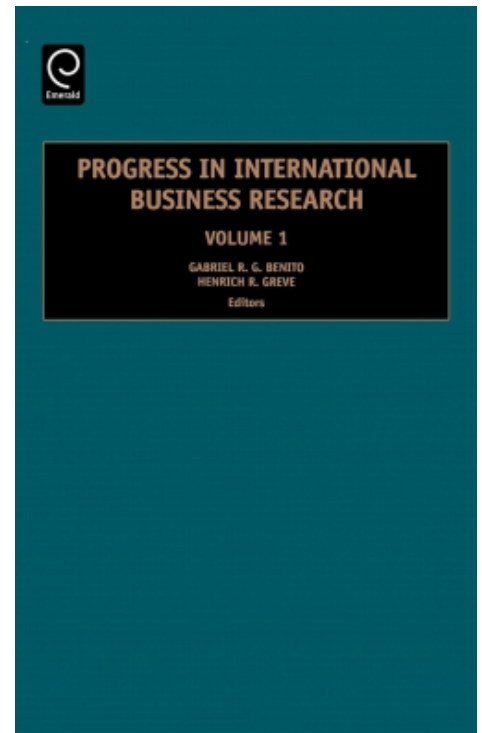
Progress in International Business Research

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About the Book

This book comprises of papers from the annual conference of the European International Business Academy, which was held in Oslo in December 2005 with the theme Landscapes and Mindscapes in a Globalizing World. The theme is an acknowledgement of the multifaceted attributes of today's international business. Few international business scholars would deny that both aspects are important and that the field must necessarily encompass both, but because our scholarship seldom treats them in tandem we are left with partial and isolated insights. To understand an increasingly globalised world of business we need not only to comprehend its landscapes and its mindscapes, but also how they shape each other and together evolve into ever more complex patterns of reality. It presents a collection of papers from the European Business Academy conference held in Oslo, Norway, December 2005. It addresses the many facets of today's international business (theme "Mindscapes and Landscapes in a Globalizing World").



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