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Information Systems in Global Business Today

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Introduction to International Business (IBUS 201) Spring 2017 Syllabus I GENERAL INFORMATION Global Business Today, 6th Edition, McGraw-Hill Companies, 2008 GM Keegan, Jim Hamill, Tony Purdie, Global Transnational Business: Strategy and Management, Wiley, 2004 Debraj Ray, Development Economics, Princeton University Press, 1998

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Urban world: The shifting global business landscape McKinsey Global Institute Contents Executive summary 1 1 Developed regions dominate the global company landscape today 21 2 The largest global companies are clustered in a small number of cities 35 3 The global business landscape is shifting toward emerging regions 55 4

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