



Global Business: Environments and Strategies: Managing for Global Competitive Advantage

By Johan Hough, Ernst Neuland, John Daniels, Tim Radebaugh, Ronel Erwee

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This book aims to increase understanding of global business issues and help managers to develop a global business mindset. Approaching international business from a Southern African and global point of view, the authors put Southern Africa's place in the 'global village' in perspective.

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About the Author

Johan Hough, Professor, University of South Africa. Ernst Neuland, Professor, University of Pretoria. Ronel Erwee, Professor, University of Southern Queensland.

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