

CONTENTS

CHAPTER - 1

INTRODUCTION TO INTERNATIONAL BUSINESS

- 1.1 Introduction
- 1.2 Definition of international business
- 1.3 Nature of international business
- 1.4 Difference between international and domestic business
- 1.5 Advantages in international business
- 1.6 Problem in international business
- 1.7 Stages of internationalisation
- 1.8 Introduction to theories of competitive advantage and evolution
- 1.9 Summary
- 1.10 Questions and skill development exercises

CHAPTER - 1(A)

THEORIES OF INTERNATIONAL BUSINESS

- 1A.1 Overview of theories of international business
- 1A.2 Theory of mercantilism
- 1A.3 Theory of absolute advantage
- 1A.4 Theory of comparative cost advantage
- 1A.5 Theory of factor endowment
- 1A.6 Theory of product life cycle
- 1A.7 Theory of national competitive advantage of Porter
- 1A.8 Problems of international business in comparative cost and advantage
- 1A.9 Summary
- 1A.10 Questions and skill development exercises