

# International Business And Information Technology

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Until relatively recently, it was the domestic perspective of business which was the driving force behind information technology applications. But in the age of globalization, there is an increasing need for IT to be more 'global friendly'. "International Business & IT" is a breakthrough text that analyses the relationship between international business operations and information technology. Firstly, it assesses the impact of current developments in IT on the operation of multinational corporations on both a practical and theoretical level and explores how it can improve competitive advantage. Secondly, it investigates how doing business in an international environment affects the design, implementation and management of information systems for global enterprises. The text offers a much-needed overview of the key trends in IT and global business management, with contributors from the fields of IT, international business, business development and marketing. Taking a multi-disciplinary approach, the text includes unique case studies of global companies to complement and illuminate the theoretical grounding of each chapter and raise the issues that are of real relevance to managers working internationally. "International Business & IT" is essential reading for academics, students and practitioners working in the fields of IT, International Business and Strategy. Publisher: Routledge Illustration: N Language: ENG Title: International Business and Information Technology Pages: 00000 (Encrypted PDF) On Sale: 2004-04-15 SKU-13/ISBN: 9780415325417 Category: Business & Economics : Economics - General Words: driving age, driving force

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