

international business chapter 4 pdf

1/5/2018 International Business - 2017 - International Business: The New Realities, 4e (Cavusgil) - Quiz - Chapter 4; 2/88 Skill: Concept Objective: 4-1: Appreciate ethical behavior and its importance in international business AACSB: Analytical Thinking; Ethical Understanding and Reasoning 2) _____ are moral principles and values that govern the behavior of people, firms, and governments, regarding right and wrong.

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INTERNATIONAL BUSINESS Chapter 4. 3. EPRG Model
• Ethnocentric: everything is centered on the domestic market.
• Polycentric: several important foreign markets exist.
• Regiocentric: the market is composed of several large economic regions.
• Geocentric: the world is one large global market.

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A domestic transaction is the selling of items produced ...

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