



# International Business Research: Strategies and Resources

*Esther L. Gil, Awilda Reyes*

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In the 21st century, most businesses participate in globalization, whether by entering new markets worldwide or dealing with competitors from around the world. In addition, the Internet and the accelerated evolution of related tools such as social media provide businesses, as well as individuals, the means to participate globally at an increasing pace. In order to identify profitable business opportunities and to recognize potential obstacles, one must have a complete picture of the global business environment. The Web and other Internet tools also give both new and traditional producers of information additional ways to deliver content to the end user, including interactive, web-based databases, digital files, or twitter updates—to name a few.

Taking these trends into consideration, *International Business Research: Strategies and Resources* provides the basic tools that are useful for doing international business research. Following an introduction that outlines the foundation for international business activity— money, the international monetary system, and financial markets—subsequent chapters address: essential information such as sources, organizations, and websites that list resources for specific regions and countries; how to find international company information and financial data; the major classification schemes used to find relevant industry data, including import/export statistics; and international market and industry research.

Each chapter of *International Business Research* includes research recommendations based upon the authors' practical experiences and discusses the sources available to meet research needs, making this a valuable tool for anyone involved in the business world, particularly business school librarians, business students, and business professionals.

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