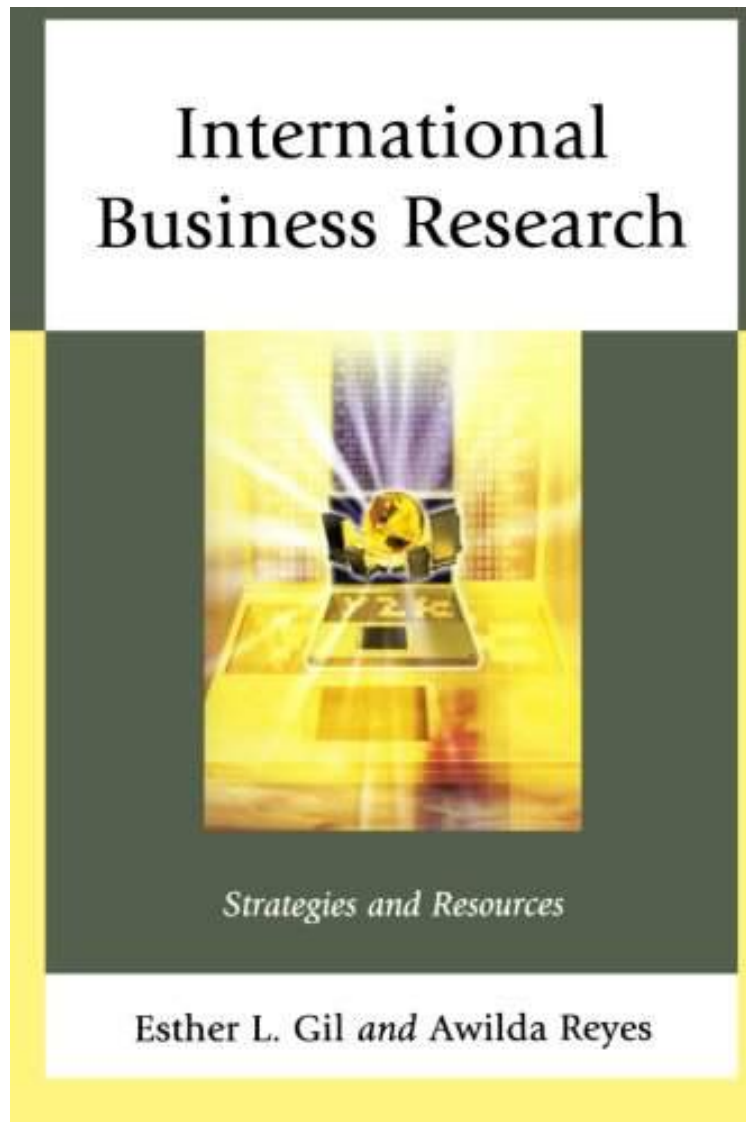


International Business Research: Strategies and Resources

By Esther L. Gil, Awilda Reyes

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Strategies and Resources:

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 The major strength of this work by Gil Univ of Denver and Reyes West Chester Univ is its methodical approach to strategies for finding international business information While it highlights specific sources its contextualization of how and

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