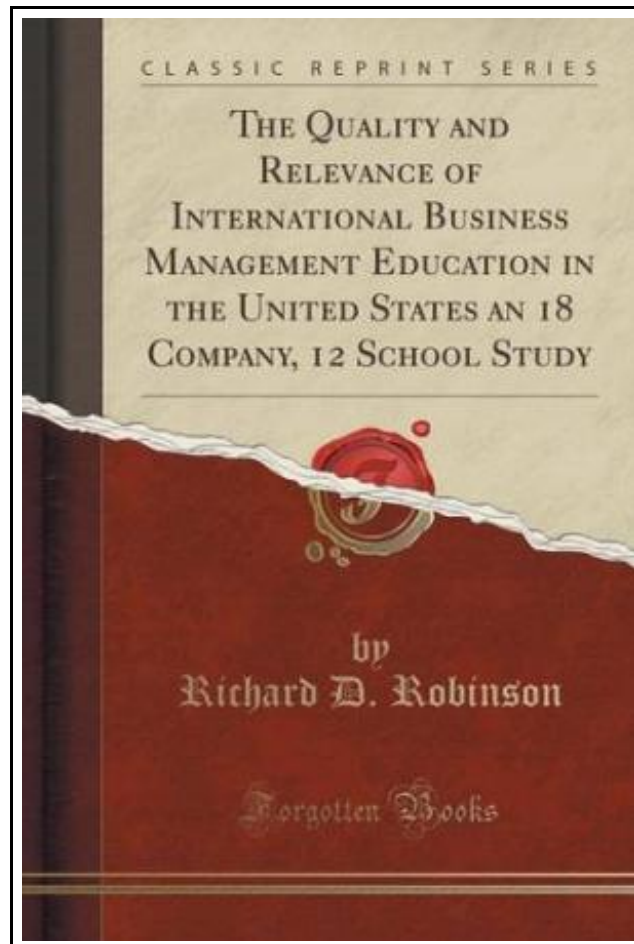


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from The Quality and Relevance of International Business Management Education in the United States an 18 Company, 12 School Study The growing economic interdependence of nation-states is, perhaps, the most glaring phenomenon of the post World War II era. U.S. investment abroad is now more than 155 billion dollars, a five-fold increase in twenty years. The products generated by these assets have a value of above 200 billion dollars annually - equal to one-fifth of the entire G.N.P. of the U.S.A. . Multinational corporations (moreover), are expanding at the rate of more than 10 percent yearly, twice the growth rate for gross world product. Should present trends continue, within the remaining years of this century the economy of the world will be more than half internationalized through the further development and expansion of multinational corporations. . Recognizing the importance of this phenomenon for American business enterprise, and, consequently, for American business education, the American Assembly of Collegiate Schools of Business (AACSB) has recently modified one of its accreditation standards to read: The purpose of the curriculum shall be to provide for a broad education, preparing the student for imaginative and responsible citizenship and leadership in business and society - domestic and worldwide. The last three words of that standard - domestic and worldwide - have been added recently to the standard, and are intended to reflect the view of the AACSB that business curriculums should expose students to the international dimension (such as the transnational corporation) as well as the standard operations and management of domestic enterprise. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book...



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