

## 16.12: Introduction to Tradeoffs in Global Business

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### What you'll learn to do: explain the risk tradeoffs in typical forms of global business

If you wanted to expand your business into the global marketplace, how would you go about it? Would you try to buy a competing company and take it over? Would you start a new business from scratch? Would you try to partner with a competing firm on equal terms? What is the most economical way to penetrate a new market that will provide the greatest profits? These are the very questions that business people all over the world today ask themselves (and their managers). And these are the questions that will be answered in the next section.

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