

## CHAPTER OVERVIEW

### 4: Module Four - Global Business Environment Factors

- 4.1: Why It Matters- Global Environment
- 4.2: Introduction to Globalization
- 4.3: Globalization and Business
- 4.4: Absolute and Comparative Advantage
- 4.5: Global Markets
- 4.6: Introduction to Measuring Global Trade
- 4.7: Balance of Trade and Balance of Payments
- 4.8: Countertrade
- 4.9: Introduction to Global Business Strategies
- 4.10: Global Business Strategies

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