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She is a PhD student at the Faculty of Economics, University of Kragujevac.INTERNATIONAL BUSINESS: COMPETING IN THE GLOBAL MARKETPLACEBBICC 2017 Belgrade Business International Case Competition [Dates: April 3-8, 2017] Belgrade Business International Case Competition 2017 (BBICC 2017) is the global undergraduate business case competition that will be held for the fifth time in Belgrade, the capital city of Serbia.The 29 best international business plan competitions ...www.belstu.bywww.belstu.byChapter 1: Global Economy Based on textbook "International Business: Competing in the Global Marketplace" by Charles W. L. 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## *What is International Business*

Jovana Golo is a Teaching Assistant at the Faculty of Economics, University of Kragujevac, Kragujevac, the Republic of Serbia. She teaches the subjects of International Business and International Marketing. She is a PhD student at the Faculty of Economics, University of Kragujevac.

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