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a) Research to gather knowledge and intelligence. Understand trade and investment barriers abroad. Scan the business environment to identify the nature of government intervention. b)

Choose the most appropriate entry strategies. Most firms choose exporting as their initial strategy, but if high tariffs are

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formed. International business. a business that engages in international trade or investment in more than 1 country. Multinational enterprises. a business that has production activities in more than 1 country. Political system. a system of government in a nation. 4 types of political systems. 1.

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