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Manufacturers in the  
United States, for  
example, must  
compete not only with  
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countries, but also  
with American

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competitions, striving to reach the top 40 and compete in the global final.

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Jovana Golo is a  
Teaching Assistant at  
the Faculty of  
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University of

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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  
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International business  
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importing, trade)  
Contractual  
agreements that allow  
foreign firms to use  
products, services, and  
processes from other  
nations (licensing,  
franchising) The  
formation and  
operations of sales,...

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## INTERNATIONAL COMPETITION.

Manufacturers in the United States, for example, must compete not only with exports from other countries, but also with American subsidiaries of foreign

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Jovana Golo is a  
Teaching Assistant  
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Kragujevac,  
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Republic of Serbia.

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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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business occurs in  
many different  
formats: The  
movement of  
goods from  
country to another

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(exporting,  
importing, trade)  
Contractual  
agreements that  
allow foreign firms  
to use products,  
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processes from  
other nations  
(licensing,  
franchising) The  
formation and

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operations of  
sales,...

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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

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