

Marketing An Introduction International Edition Tvdocs

An Introduction to International Health **An Introduction to International Relations** **Introduction to International and Global Studies, Third Edition** An Introduction to Book History **An Introduction to Geotechnical Engineering** **Introduction to Data Mining** Introduction to International Disaster Management **Introduction to International Criminal Law** **Marketing** An Introduction to the International Criminal Court *An Introduction to Game Theory* **Introduction to International and Global Studies, Second Edition** **An Introduction to International Law** *An Introduction to International Organizations Law* **Introduction to Problem-Based Learning** **International Human Rights** Marketing An Introduction to International Criminal Law and Procedure **Organizational Behavior** *An Introduction to International Relations* An Introduction to International Economics **Earth** Political Science **Introduction to Information Systems** **Akehurst's Modern Introduction to International Law** International Law and Business The Globalization of World Politics Global Issues *Introduction to Electrodynamics: Pearson New International Edition* **An Introduction to Language** An Introduction to Global Studies **Global Politics** **Entrepreneurship** **Public Administration** **Introduction to Mineralogy, Second International Edition** **Microbiology: Laboratory Theory and Application** Introduction to International Political Economy **An Introduction to Atmospheric Radiation** An Introduction to Work and Organizational Psychology An Introduction to Intercultural Communication

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Organizational Behavior Apr 14 2021 Key Benefit: Encourage problem-solving and critical thinking with *Organizational Behavior: An Introduction to Your Life in Organizations*—a practical, student-oriented, and experientially based text. Key Topics: The author examines cross-cultural relationships, global issues that impact businesses today, and the relevance of OB to future careers. Market: For undergraduate and applied graduate courses in OB.

An Introduction to Intercultural Communication Jun 24 2019 *An Introduction to Intercultural Communication* equips students with the knowledge and skills to be competent and confident intercultural communicators. Best-selling author Fred E. Jandt guides readers through key concepts and helps them connect intercultural competence to their own life experiences in order to enhance understanding. Employing his signature accessible writing style, Jandt presents balanced, up-to-date content in a way that readers find interesting and thought-provoking. The Tenth Edition gives increased attention to contemporary social issues in today's global community such as gender identifications, social class identity, and immigration and refugees.

Introduction to International Disaster Management Apr 26 2022 Disaster management is a vibrant and growing field, driven by government spending in the wake of terrorist attacks and environmental debacles, as well as private-sector hiring of risk managers and emergency planners. An ever-increasing number of practicing professionals needs a reference that can provide a solid foundation in ALL major phases of supervision – mitigation, preparedness, response, communications, and recovery. As climate change leads to further costly catastrophes and as countries around the world continue to struggle with terrorism, the demand for solutions will only grow. This revised edition of Coppola's revered resource meets said demand head-on with more focused, current, thoughtfully analyzed, and effective approaches to disaster relief. Expanded coverage of global approaches to disaster management with enhanced data and research on disasters around the world, including Cyclone Nargis, the H1N1 pandemic, and the tsunami in

American Samoa More material on risk management, mitigation, myths that affect behavior during crises, and post-disaster evaluation of the response Up-to-date information on the role of aid organizations and international financial institutions like the World Bank in disaster response, as well as commentary on the latest research in disaster management and policy studies

Marketing Jun 16 2021 *Winners - British Book Design Awards 2014 in the category Best Use of Cross Media* Get access to an interactive eBook* when you buy the paperback (Print paperback version only, ISBN 9781446296424) Watch the video walkthrough to find out how your students can make the best use of the interactive resources that come with the new edition! With each print copy of the new 3rd edition, students receive 12 months FREE access to the interactive eBook* giving them the flexibility to learn how, when and where they want. An individualized code on the inside back cover of each book gives access to an online version of the text on VitalSource Bookshelf® and allows students to access the book from their computer, tablet, or mobile phone and make notes and highlights which will automatically sync wherever they go. Green coffee cups in the margins link students directly to a wealth of online resources. Click on the links below to see or hear an example: Watch videos to get a better understanding of key concepts and provoke in-class discussion Visit websites and templates to help guide students' study A dedicated Pinterest page with wealth of topical real world examples of marketing that students can relate to the study A Podcast series where recent graduates and marketing professionals talk about the day-to-day of marketing and specific marketing concepts For those students always on the go, Marketing an Introduction 3rd edition is also supported by MobileStudy – a responsive revision tool which can be accessed on smartphones or tablets allowing students to revise anytime and anywhere that suits their schedule. New to the 3rd edition: Covers topics such as digital marketing, global marketing and marketing ethics Places emphasis on employability and marketing in the workplace to help students prepare themselves for life after university Fun activities for students to try with classmates or during private study to help consolidate what they have learnt (*interactivity only available through VitalSource eBook)

Introduction to Mineralogy, Second International Edition Nov 29 2019

The second edition of Introduction to Mineralogy follows the highly successful first edition, which become an overnight market leader. Introduction to Mineralogy consolidates much of the material now covered in traditional mineralogy and optical mineralogy courses and focuses on

describing minerals within their geologic context.

The Globalization of World Politics Aug 07 2020 Now in its fifth edition, this title has been fully revised and updated in the light of recent developments in world politics, with new chapters on the changing nature of war, human security, and international ethics.

Introduction to International and Global Studies, Third Edition Aug 31 2022 Shawn C. Smallman and Kimberley Brown's popular introductory textbook for undergraduates in international and global studies is now released in a substantially revised and updated third edition. Encompassing the latest scholarship in what has become a markedly interdisciplinary endeavor and an increasingly chosen undergraduate major, the book introduces key concepts, themes, and issues and then examines each in lively chapters on essential topics, including the history of globalization; economic, political, and cultural globalization; security, energy, and development; health; agriculture and food; and the environment. Within these topics the authors explore such diverse and pressing subjects as commodity chains, labor (including present-day slavery), pandemics, human rights, and multinational corporations and the connections among them. This textbook, used successfully in both traditional and online courses, provides the newest and most crucial information needed for understanding our rapidly changing world. New to this edition: *Close to 50% new material *New illustrations, maps, and tables *New and expanded emphases on political and economic globalization and populism; health; climate change, and development *Extensively revised exercises and activities *New resume-writing exercise in careers chapter *Thoroughly revised online teacher's manual

International Law and Business Sep 07 2020 This book introduces law in the context of international business. The basics of law are explored using a clear comparative methodology. International and regional economic institutions are discussed, next to the fundamentals of private law. These include contract law, liability law, labour law, company law, privacy law, intellectual property law and international private law. The book goes beyond the usual focus on Western legal systems and uses examples from all over the world to provide students with comprehensive knowledge of business law. It is set up rather broadly, so that it can be used by teachers throughout their entire curriculum. Each chapter ends with a clear summary, and practice questions. Due to its colourful cases, this book is accessible and fun to read.

An Introduction to International Organizations Law Sep 19 2021 The third edition of this market-leading textbook (previously called *An Introduction to*

International Institutional Law) is written in a clear, three-part structure. It is centred on the dynamics of the relationships between international organisations and their organs, staff, and the outside world. It discusses the essential topics of the law of international organisations, including powers, finances, and privileges and immunities, as well as membership rules, institutional structures, and accountability. The newly revised text has been updated extensively to reflect the entry into force of the EU's Lisbon Treaty (and Croatia's accession) and new articles on the responsibility of international organisations. The chapters have also been reorganised for further clarity. Two new chapters, on the international civil service and the relations between organisations and other institutions, respectively, have been added.

Microbiology: Laboratory Theory and Application Oct 28 2019 Designed for major and non-major students taking an introductory level microbiology lab course. Whether your course caters to pre-health professional students, microbiology majors or pre-med students, everything they need for a thorough introduction to the subject of microbiology is right here.

Introduction to International and Global Studies, Second Edition Nov 21 2021 This innovative introduction to international and global studies, updated and revised in a new edition, offers instructors in the social sciences and humanities a core textbook for teaching undergraduates in this rapidly growing field. Encompassing the latest scholarship in what is a markedly interdisciplinary endeavor, Shawn Smallman and Kimberley Brown introduce key concepts, themes, and issues and then examine each in lively chapters on essential topics that include the history of globalization; economic, political, and cultural globalization; security, energy, and development; health; agriculture and food; and the environment. Within these topics, the authors explore such timely and pressing subjects as commodity chains, labor (including present-day slavery), human rights, multinational corporations, and the connections among them. New to this edition: * The latest research on debates over privacy rights and surveillance since Edward Snowden's disclosures * Updates on significant political and economic developments throughout the world, including a new case study of European Union, Icelandic, and Greek responses to the 2008 fiscal crisis * The newest information about the rise of fracking, the Fukushima nuclear disaster, the decline of the Peak Oil movement, and climate change, including the latter's effects on the Arctic and Antarctica * A dedicated website with authors' blog and a teaching tab with syllabi, class activities, and well-designed, classroom-

tested resources * An updated teacher's manual available online, including sample examination questions, additional resources for each chapter, and special assistance for teaching ESL students * Updated career advice for international studies majors

Introduction to Data Mining May 28 2022 Introduction to Data Mining presents fundamental concepts and algorithms for those learning data mining for the first time. Each concept is explored thoroughly and supported with numerous examples. The text requires only a modest background in mathematics. Each major topic is organized into two chapters, beginning with basic concepts that provide necessary background for understanding each data mining technique, followed by more advanced concepts and algorithms.

Introduction to Electrodynamics: Pearson New International Edition Jun 04 2020 For junior/senior-level electricity and magnetism courses. This book is known for its clear, concise, and accessible coverage of standard topics in a logical and pedagogically sound order. The highly polished Fourth Edition features a clear, easy-to-understand treatment of the fundamentals of electromagnetic theory, providing a sound platform for the exploration of related applications (AC circuits, antennas, transmission lines, plasmas, optics, etc.). Its lean and focused approach employs numerous new examples and problems.

An Introduction to Geotechnical Engineering Jun 28 2022 "Intended for use in the first of a two course sequence in geotechnical engineering usually taught to third- and fourth-year undergraduate civil engineering students. An Introduction to Geotechnical Engineering offers a descriptive, elementary introduction to geotechnical engineering with applications to civil engineering practice."--Publisher's website.

Akehurst's Modern Introduction to International Law Oct 09 2020 First published in 2002. Routledge is an imprint of Taylor & Francis, an informa company.

Global Politics Mar 02 2020 The 2nd edition of Global Politics: A New Introduction continues to provide a completely original way of teaching and learning about world politics. The book engages directly with the issues in global politics that students are most interested in, helping them to understand the key questions and theories and also to develop a critical and inquiring perspective. Completely revised and updated throughout, the 2nd edition also offers additional chapters on key issues such as environmental politics, nationalism, the internet, democratization, colonialism, the financial crisis, political violence and human rights. Global Politics: Examines the most

significant issues in global politics – from war, peacebuilding, terrorism, security, violence, nationalism and authority to poverty, development, postcolonialism, human rights, gender, inequality, ethnicity and what we can do to change the world Offers chapters written to a common structure which is ideal for teaching and learning and features a key question, an illustrative example, general responses and broader issues Integrates theory and practice throughout the text, by presenting theoretical ideas and concepts in conjunction with a global range of historical and contemporary case studies Drawing on theoretical perspectives from a broad range of disciplines including international relations, political theory, postcolonial studies, sociology, geography, peace studies and development this innovative textbook is essential reading for all students of global politics and international relations.

An Introduction to Atmospheric Radiation Aug 26 2019 Fundamentals of radiation for atmospheric applications -- Solar radiation at the top of the atmosphere -- Absorption and scattering of solar radiation in the atmosphere -- Thermal infrared radiation transfer in the atmosphere -- Light scattering by atmospheric particulates -- Principles of radiative transfer in planetary atmospheres -- Application of radiative transfer principles to remote sensing -- Radiation and climate.

An Introduction to International Relations Mar 14 2021 A classic textbook on international relations updated to take account of recent research and the consequences of the end of the cold war. Covers both foreign policy analysis and the international environment. Introduces students to methodology and international relations and looks at the important role now played by multinational corporations and at the independences that have formed in the last two decades.

An Introduction to Game Theory Dec 23 2021 This text emphasizes the ideas behind modern game theory rather than their mathematical expression, but defines all concepts precisely. It covers strategic, extensive and coalitional games and includes the topics of repeated games, bargaining theory and evolutionary equilibrium.

An Introduction to International Law Oct 21 2021

An Introduction to Book History Jul 30 2022 This is a comprehensive introduction to books and print culture which examines the move from the spoken word to written texts, the book as commodity, the power and profile of readers, and the future of the book in an electronic age.

Introduction to Problem-Based Learning Aug 19 2021 Are you a student

about to enrol on a Problem-based Learning course? Or are you currently engaged in Problem-based Learning and want to get the most out of your course? Are you tutoring a course in Problem-based education? This book will help you understand this popular learning method. It enables students and teachers to experience the full potential of Problem-based Learning. Introduction to Problem-based Learning pays particular attention to the skills students need to operate within, as well as outside of Problem-based groups. **An Introduction to Language** May 04 2020 Assuming no prior knowledge of linguistics, AN INTRODUCTION TO LANGUAGE, 10E, International Edition is appropriate for a variety of fields--including education, languages, psychology, cognitive science, anthropology, English, and teaching English as a Second Language (TESL)--at both the undergraduate and graduate levels. This completely updated edition retains the clear descriptions, humor, and seamless pedagogy that have made the book a perennial best-seller, while adding new information and exercises that render each topic fresh, engaging, and current.

Political Science Dec 11 2020 Explains the basics of political science Political Science: An Introduction, 13/e, provides a comprehensive and jargon-free introduction to the field's basic concepts and themes. It draws examples from the U.S. and other countries to introduce the entire field of political science to new readers. The authors stress how exciting politics can be, balancing practical and theoretical knowledge. MyPoliSciLab is an integral part of the Roskin/Cord/Medeiros/Jones program. Activities and videos help readers engage in the material and retain its main points. Readers can watch videos that explore the key topics of politics and participate in simulations that allow them to experience politics firsthand. Assessment in MyPoliSciLab helps gauge readers' progress. Note: MyPoliSciLab does not come automatically packaged with this text. To purchase MyPoliSciLab, please visit: www.mypoliscilab.com or you can purchase a ValuePack of the text + MyPoliSciLab (at no additional cost): ValuePack ISBN-10: 0205979432/ ValuePack ISBN-13: 9780205979431 0205979432 / 9780205979431 Political Science: An Introduction Plus NEW MyPolisciLab with Pearson eText-- Access Card Package Package consists of: 0205949975 / 9780205949977 NEW MyPoliSciLab with Pearson eText -- Valuepack Access Card 0205978002 / 9780205978007 Political Science: An Introduction

Earth Jan 12 2021 This text has a strong focus on readability and illustrations. It offers a non-technical survey for learning basic principles

concepts. This revision introduces plate tectonics earlier, to reflect the unifying role that theory plays in understanding physical geology.

An Introduction to International Relations Oct 01 2022 Invaluable to students and those approaching the subject for the first time, *An Introduction to International Relations, Second Edition* provides a comprehensive and stimulating introduction to international relations, its traditions and its changing nature in an era of globalisation. Thoroughly revised and updated, it features chapters written by a range of experts from around the world. It presents a global perspective on the theories, history, developments and debates that shape this dynamic discipline and contemporary world politics. Now in full-colour and accompanied by a password-protected companion website featuring additional chapters and case studies, this is the indispensable guide to the study of international relations.

International Human Rights Jul 18 2021 This book provides a comprehensive introduction to international human rights -- international human rights law, why international human rights have increasingly risen to world prominence, what is being done about violations of human rights, and what might be done to further promote the cause of international human rights so that everyone may one day have their rights respected regardless of who they are or where they live. It explains: how the concept of international human rights has developed over time the variety of types of human rights (civil-political rights, economic-social rights, as well as a delineation of war crimes) empirical findings from statistical research on human rights institutional efforts to promote human rights an extensive listing of international human rights agreements identification of recent prosecutions of war criminals in domestic and international tribunals ongoing efforts to promote human rights through international aid programs the newest dimensions in the field of human rights (gay rights, animal rights, environmental rights). Richly illustrated throughout with case studies, controversies, court cases, think points, historical examples, biographical statements, and suggestions for further reading, *International Human Rights* is the ideal introduction for all students of human rights. The book will also be useful for human rights activists to learn how and where to file human rights complaints in order to bring violators to justice. The new edition is fully updated and includes new material on: the Obama presidency the Arab Spring and its aftermath the workings of the International Criminal Court quantitative analyses of human rights war crimes.

Global Issues Jul 06 2020 Extensively revised and updated, the new Fourth

Edition of *Global Issues: An Introduction* offers a unique approach to the most important environmental, economic, social, and political concerns of modern life. Revised and updated to reflect the latest global developments. Examines the most important environmental, economic, social, and political concerns of modern life. The only book of its kind to use the concept of development to illustrate how different global issues are interrelated. Includes a new section on nuclear energy. Chapter boxes examine ways that individuals can have a positive impact on the issues examined within the text. Key features include a glossary of terms; guides to further reading, media, and Internet resources; and suggestions for discussing and studying the material.

An Introduction to Global Studies Apr 02 2020 Since the 1950s, globalization has been an increasingly irresistible trend and one that has exerted a tremendous impact on the political, economic, military, environmental, and social fortunes of mankind - and yet, existing theories in humanities and social sciences have been fundamentally built upon the traditional "nation-state" model. These two volumes, a pioneering work on global studies to be published out of China, aims at creating a new theoretical framework against the backdrop of globalization. Volume 1 introduces the core concepts and discusses the critical issues of globalization while the editors redefine notions of politics, economics, law, and globality while deploying globalization as a theoretical framework. Volume 2 examines the multi-level and multi-dimensional nature of globalization, analysing processes and systems of global society in the light of globalization, and exploring the construction of a stable and rational global order. These two volumes of global studies are an essential reference for scholars and students in politics, economics, international relations and law.

Marketing Feb 22 2022 For undergraduate principles of marketing courses. This ISBN is for the bound textbook, which students can rent through their bookstore. An introduction to marketing using a practical and engaging approach. *Marketing: An Introduction* shows students how customer value -- creating it and capturing it -- drives effective marketing strategies. The 14th Edition reflects the major trends and shifting forces that impact marketing in this digital age of customer value, engagement, and relationships, leaving students with a richer understanding of basic marketing concepts, strategies, and practices. Through updated company cases, *Marketing at Work* highlights, and revised end-of-chapter exercises, students are able to apply marketing concepts to real-world company scenarios. This title is also available digitally as a standalone Pearson eText, or via Pearson MyLab

Marketing which includes the Pearson eText. These options give students affordable access to learning materials, so they come to class ready to succeed. Contact your Pearson rep for more information.

An Introduction to International Economics Feb 10 2021 Ideal for a one-semester course in international economics, this book is accessible to those within and outside of economics programs.

An Introduction to the International Criminal Court Jan 24 2022 The International Criminal Court ushers in a new era in the protection of human rights. The Court will prosecute genocide, crimes against humanity and war crimes when national justice systems are either unwilling or unable to do so themselves. This third revised edition considers the initial rulings by the Pre-Trial Chambers and the Appeals Chamber, and the cases it is prosecuting, namely, Democratic Republic of Congo, northern Uganda, Darfur, as well as those where it had decided not to proceed, such as Iraq. The law of the Court up to and including its ruling on a confirmation hearing, committing Chalres Lubanga for trial on child soldiers offences, is covered. It also addresses the difficulties created by US opposition, analysing the ineffectiveness of measures taken by Washington to obstruct the Court, and its increasing recognition of the inevitability of the institution.

An Introduction to Work and Organizational Psychology Jul 26 2019 The latest edition of this classic text provides a comprehensive and internationally relevant introduction to work and organizational psychology, exploring the depth and diversity of the field in an accessible way without obscuring the complexities of the subject. Third edition of a classic textbook offering a complete introduction to work and organizational psychology for undergraduate and graduate students with no prior knowledge of the field An innovative new six part structure with two-colour presentation focuses the core material around issues that are either Job-Focused, Organization-Focused, or People-Focused Each chapter title is a question designed to engage readers in understanding work and organizational psychology whilst simultaneously inviting discussion of key topics in the field The third edition introduces two new co-editors in Franco Fraccaroli from Italy and Magnus Sverke, who join Nik Chmiel and will increase relevance and appeal for European students

An Introduction to International Criminal Law and Procedure May 16 2021 This market-leading textbook gives an authoritative account of international criminal law, and focuses on what the student needs to know - the crimes that are dealt with by international courts and tribunals as well as the procedures

that police the investigation and prosecution of those crimes. The reader is guided through controversies with an accessible, yet sophisticated approach by the author team of four international lawyers, with experience both of teaching the subject, and as negotiators at the foundation of the International Criminal Court and the Rome conference. It is an invaluable introduction for all students of international criminal law and international relations, and now covers developments in the ICC, victims' rights, and alternatives to international criminal justice, as well as including extended coverage of terrorism. Short, well chosen excerpts allow students to familiarise themselves with primary material from a wide range of sources. An extensive package of online resources is also available.

An Introduction to International Health Nov 02 2022 At a time when developed world populations are healthier and richer than they have ever been, why is there still so much poverty and disease in the world? Why do rich countries hold so many poor countries in debt and why do millions of children die every year from avoidable diseases? This new edition attempts to answer these pressing questions. *An Introduction to International Health, Second Edition* is a comprehensive and detailed exploration of international health and the modern aid industry. This provocative new edition is masterfully constructed around four essential themes: What is international health? Why is population health so poor in developing countries? What is the extent of the problem? What can be done about it? The thoroughly updated second edition provides answers to these questions and includes new discussions on war, governance and human rights in developing countries, and the various issues surrounding water, sanitation, and infectious diseases. Solutions are examined via primary health care strategies, poverty alleviation, and developing world debt relief, as well as human rights interventions. Unique to this book is its "how-to" component. The final section discusses how to work safely and effectively in a developing country. This eye-opening text is an essential read for all those interested in international health.

Entrepreneurship Jan 30 2020 This groundbreaking textbook differs from its competitors by placing an emphasis both on the core processes and practices of entrepreneurship, as well as demonstrating the impact of complex, local environments in shaping processes of entrepreneurship.

Public Administration Dec 31 2019 Marc Holzer and Richard W. Schwesler have written a fresh and highly engaging textbook for the introductory course in Public Administration. Their coverage is both comprehensive and cutting-edge, including not only all the basic topics (OT, budgeting, HRM), but also

reflecting new realities in public administration: innovations in e-government, the importance of new technology, changes in intergovernmental relations, especially the emphasis on inter-local and shared regional resources, and public performance and accountability initiatives. Public Administration has been crafted with student appeal in mind. Each of the book's chapters is generously illustrated with cartoons, quotes, and artwork—all reinforcing the book's theme that the field of public administration is rooted in the cultural and political world. Each chapter is also supported with a listing of key terms, exercises, and additional resources. The textbook is supported by one of the most comprehensive and easy-to-use instructors' manuals of any introductory text on the market today. It contains full lesson plans with activities to accommodate a broad range of teaching and learning styles for each chapter, PowerPoint decks for each chapter (with visuals and links embedded), 8 new long-term project / student presentation ideas, an updated 'Quotes and Notables' section with biographical information and media links for each chapter, updated test questions with answer keys, and updated terms and definitions for each chapter.

Introduction to International Criminal Law Mar 26 2022 This title covers the history, nature, and sources of international criminal law; the *ratione personae*; *ratione materiae* - sources of substantive international criminal law; the indirect enforcement system; the direct enforcement system; and much more.

Introduction to Information Systems Nov 09 2020 WHATS IN IT FOR ME? Information technology lives all around us—in how we communicate, how we do business, how we shop, and how we learn. Smart phones, iPods, PDAs, and wireless devices dominate our lives, and yet it's all too easy for students to take information technology for granted. Rainer and Turban's Introduction to Information Systems, 2nd edition helps make Information Technology come alive in the classroom. This text takes students where IT lives—in today's businesses and in our daily lives while helping students understand how valuable information technology is to their future careers. The new edition provides concise and accessible coverage of core IT topics while connecting these topics to Accounting, Finance, Marketing, Management, Human resources, and Operations, so students can discover how critical IT is to each functional area and every business. Also available with this edition is WileyPLUS - a powerful online tool that provides instructors and students with an integrated suite of teaching and learning resources in one easy-to-use website. The WileyPLUS course for

Introduction to Information Systems, 2nd edition includes animated tutorials in Microsoft Office 2007, with iPod content and podcasts of chapter summaries provided by author Kelly Rainer.

Introduction to International Political Economy Sep 27 2019 A complete and accessible overview of how politics and economics collide in a global context This text surveys the theories, institutions, and relationships that characterize IPE and highlights them in a diverse range of regional and transnational issues. The bestseller in the field, Introduction to International Political Economy positions students to critically evaluate the global economy and to appreciate the personal impact of political, economic, and social forces.

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