

CONTENT

<i>About the author</i>	10
<i>Acknowledgements</i>	11
<i>Foreword</i>	12
PART ONE International Business	13
1.1 Definitions concerning International Business	13
1.2 What is International Business	15
1.3 What are International Business Questions.....	15
1.4 Concept of International Business.....	20
1.5 Scope of International Business	21
1.6 Problems or Major Issues in International Business.....	22
1.7 Benefits of International Business.....	22
1.8 Disadvantages of international business	24
1.9 European SMEs: Export Characteristics	27
PART TWO Global Business Environment	33
2.1 What is Unique about International Economics	33
2.2 Why Nations trade.....	34
2.3 Strategic Trade Policy	34
2.4 Definition of Trade Barrier.....	35
2.5 Nontariff Barriers to trade	39
2.6 NTBs versus Tariffs.....	42
PART THREE Markets and Globalization	45
3.1 Examples of Globalization	45
3.2 Markets and Globalization	46
3.3 Top Global Market Trends	49
3.4 Economic & Business Outlook	51
3.5 Approaches to Free Trade	53
3.6 Five Strategies to build a Global Brand	55
3.7 What are the 7 Benefits of going Global	57
3.8 Three Keys to Successful Globalization	58
PART FOUR The EU Common Commercial Policy	65
4.1 Levels of Economic Integration	65
4.2 Definition of ‘Commercial Policy’	67
4.3 The EU Common Commercial Policy	67
4.4 The Objectives and Instruments of EU’s Commercial Policy	68
4.5 EU’s Common Export Arrangements	70
4.6 EU’s Common Rules for Imports.....	72
PART FIVE The International Monetary Policy and the Euro	77
5.1 The International Dimension of Monetary Policy	77
5.2 What is ‘Monetary Policy’	77
5.3 Breaking Down ‘Monetary Policy’	78
5.4 The International Monetary System	79

5.5 Exchange Rate Policies	79
5.6 The International Monetary Fund	80
5.7 The EU and the Euro	82
PART SIX The 2012–2020 Export Strategy of the Czech Republic.....	86
6.1 The 2012–2020 Export Strategy of the Czech Republic by Ministry of Industry and Trade	86
6.2 Main Objective and Specific Goals of the 2012–2020 Export Strategy.....	88
6.3 Three Pillars of the Export Strategy.....	89