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'Rajagopal describes the complex process of doing international business in this book credibly through the contemporary examples and analytical diagrams. This contribution is beyond a text book to graduate students on the subject as it also demonstrates strategic insights for the managers to ensure sustainable growth for companies in competitive marketplace.'

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Sustainable Growth in Global Markets provides a comprehensive introduction to the concept of market and business management outside the domestic market. It covers complex elements of market management, analysis of behavioural theories such as theory of comparative advantage, theories of macro and micro marketing economics, socio-cultural theories, and various contemporary concepts of international business management. The book puts forward a broad foundation of the subject beginning with a discussion of the concept of market dynamics followed by an analysis of the changing behaviour of markets and its components. The core discussion focuses upon the ability to do business in international markets, offering critical insights into the significance of leadership, building consumer value through innovation, tracking the external environment for organizational change, and important emerging trends towards building an innovative venture.

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