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Business diplomacy involves developing strategies for long-term, positive relationship building with governments, local communities, and interest groups, aiming to establish and sustain legitimacy and to mitigate the risks arising from all non-commercial or exogenous factors in the global business environment.

Taking neither an economic approach nor a purely managerial approach to its subject matter, this work offers students an integrated resource on the subject of international business. Its main theme is the process of globalization which the authors address in great detail.

Whether it's bungee jumping in Queenstown or visiting the Guinness factory in Dublin, where we travel - and what we do when we get there - has changed significantly in the past twenty years. This innovative textbook explores what is possibly the most unrecognized of international service industries, placing tourism in the context of contemporary globalization and trade-in services. It provides new perspectives on tourism as a form of international business, and the implications for firms, the state and individuals. Split into four separate sections, with introductions outlining the key themes in each, it examines important topics such as: the role of governance and regulation in tourism services the effects of increased global mobility on tourism entrepreneurship how tourism businesses are becoming internationalized why other business sectors are increasingly interested in tourism. Case studies are used throughout to highlight important issues, from developments in the aviation industry to the rise of working holidays. This book gets to the core of a crucial service industry, and is essential reading for any researcher or student of tourism or international business.
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