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10E *International Business COMPETING IN THE GLOBAL MARKETPLACE* Charles W. L. Hill UNIVERSITY OF WASHINGTON, 14; ..ff. i-•isTi'j if^ AI »•s'r- W'itii.-J\* ' (vi »«i Ethics in International Business 122 Opening Case Apple s Suppfy Chain 123 Introduction 124

Business *COMPETING IN THE GLOBAL MARKETPLAG E* Charles W. L. Hill UNIVERSITY OE WASHINGTON. part one Introduction and Overview Country Differences CHAPTER 1 Globalization 2 Opening Case The Globalization of Health Care 2 International Business The Strategy of International Business 400 Opening Case

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