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Chapter 4

Prior to entering into business in another country, a political risk analysis should be done to assess the political policies and the stability of the country. List and briefly define the 3 components of political risk.

There are several market factors that an international entrepreneur must consider. List 6 factors and briefly define.

List and briefly define 4 types of economic systems.

Culture may be the most important factor facing international entrepreneurship. List 4 components of culture.