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Hill, C. W. L.: International business: Competing in the global marketplace, McGraw-Hill Education, Maidenhead, Berkshire, UK,  
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transfer of resources (raw materials, capital and people), goods  
(finished assemblies and products), services (management  
consulting, financial services, insurance and education, etc.),  
knowledge and skills (managerial skills, intellectual property  
rights), or information (databases and networks) across national  
boundaries.

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International business also increases competition in domestic  
markets and introduces new opportunities to foreign markets.  
Global competition encourages companies to become more  
innovative and efficient in their use of resources. For consumers,

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international business introduces them to a variety of goods and services.

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