

International business diplomacy: how can multinational corporations deal with global challenges?

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20469409&lokasi=lokal>

Abstrak

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.