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AN ANALYSIS OF BUSINESS INTERNATIONALIZATION MODELS

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Abstract. Due to the deepening globalization and hard competitive fight on the domestic market are business entities forced to look for markets, which bring the possibility of a better assessment of corporate resources and the new dimension of their business. The present article responds to this need and on the theoretical aspect brings insight into the three most significant, world's recognized models of internationalization, which concept business entities may use when entering foreign markets. The aim of the scientific article is a detailed analyzes several models of the internationalization of business activity, their mutual comparison, the specification of the key elements, knowledge of which is necessary for the management of the foreign business.

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