



PENGANTAR **BISNIS** **INTERNASIONAL**

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Pengantar Bisnis Internasional

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Puji syukur ke hadirat Tuhan Yang Maha Esa atas rahmat dan karunia-Nya, sehingga buku berjudul *Pengantar Bisnis Internasional* dapat disusun sebagai bacaan yang membahas dunia usaha lintas negara secara jelas dan mudah dipahami. Buku ini memuat gambaran tentang perdagangan global, kerja sama antarnegara, investasi, budaya bisnis, dan strategi menghadapi persaingan internasional.

Buku ini dijual untuk masyarakat umum dan disajikan dengan bahasa sederhana agar dapat dibaca oleh siapa saja yang ingin mengenal bisnis internasional. Semoga buku ini memberi manfaat dan memperluas wawasan pembaca mengenai peluang serta tantangan usaha di pasar global.

Jakarta, Juni 2026

Tim Penyusun

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Buku *Pengantar Bisnis Internasional* membahas dinamika kegiatan usaha lintas negara dengan bahasa yang mudah dipahami oleh masyarakat umum. Pembaca diajak mengenal konsep perdagangan global, investasi antarnegara, kerja sama ekonomi, strategi memasuki pasar luar negeri, serta tantangan yang muncul dalam lingkungan bisnis dunia yang terus berubah.

Melalui pembahasan yang praktis dan relevan, buku ini membantu pembaca memahami bagaimana perusahaan, pelaku usaha, dan konsumen terhubung dalam sistem ekonomi global. Buku ini dijual untuk masyarakat umum, terutama bagi siapa saja yang ingin memperluas wawasan tentang peluang bisnis internasional, persaingan global, dan pentingnya adaptasi dalam menghadapi perkembangan ekonomi dunia.

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