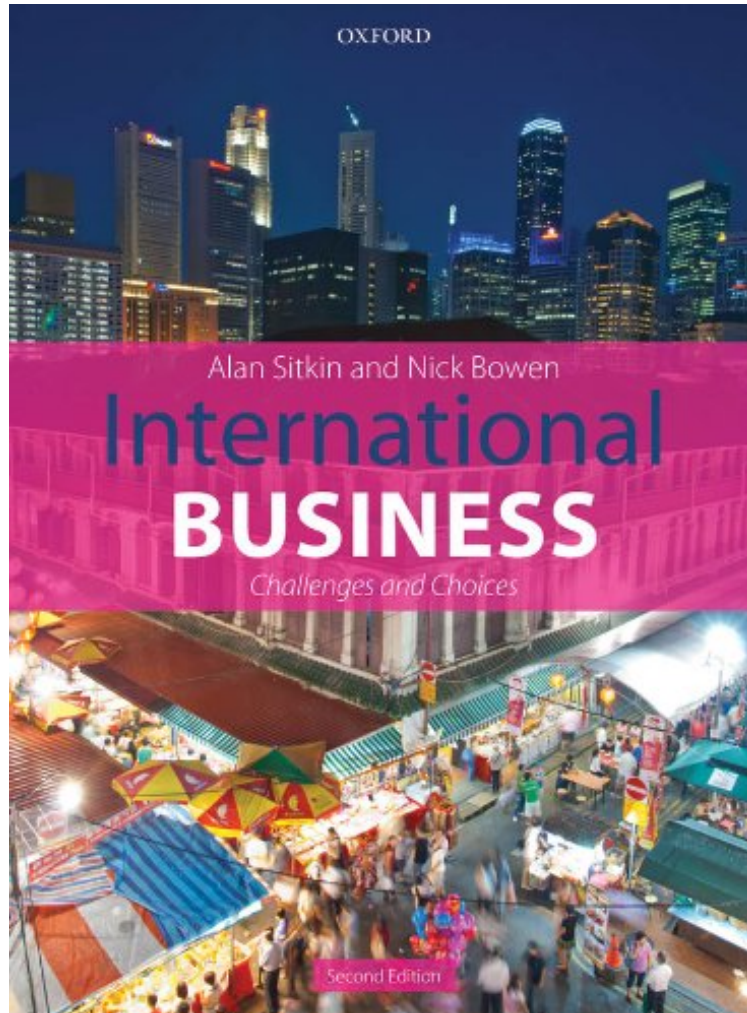


International Business: Challenges and Choices

Alan Sitkin, Nick Bowen

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About the Author
Alan Sitkin is Senior Lecturer and Pathway Leader for the MA in International Business at the European Business School London (Regent's College), where he began teaching in 1999 after 15 years of experience in the global capital markets working out of Paris, Zurich and London. His specific areas of interest include politics and finance, language and sustainability. In 2010, Alan was elected Councillor in London Borough of Enfield, where he works on economic regeneration missions and chairs the Environmental scrutiny panel. Nick Bowen is Principal Lecturer in International Business at the European Business School, London (Regent's College) and formerly Programme Director for the BA International Business. He has worked at EBS London since 1980 and was elected in 2012 as President of the Chartered Institute of Linguists.