# Week 4 Textbook Readings

Read the chapters "Country Evaluation & Selection", "Export & Import" and "Direct Investment & Collaborative Strategies".

## **Attachments**

* [Chapter 12.ppt](https://wilmu.instructure.com/courses/19372/files/1771449/preview)
* [Chapter 13.ppt](https://wilmu.instructure.com/courses/19372/files/1771365/preview)
* [Chapter 14.ppt](https://wilmu.instructure.com/courses/19372/files/1771503/preview)