

BOOK REVIEW.

INTERNATIONAL ECONOMIC RELATIONS – THEORIES, STRATEGIES, POLICIES, TOOLS AND CASE STUDIES

Gabriel BRĂTUCU¹

Abstract: *This is a review for a collective book published both in Romanian (2017) and in English (2019) on the topic of international economic relations. The book has a comprehensive character and presents the issues related to international business and economics in a multi-facet manner. The book has a number of merits that are presented in the review.*

Key words: *book review, international business, international economics.*

1. Book review

The book *International Economic Relations* has been published by the Editura ASE from Bucharest, Romania both in the Romanian version in 2017 (*Relații Economice Internaționale – Teorii, strategii, politici, instrumente și studii de caz*) and in the English version in 2019. This is a volume that approaches the complex domain of the international economic relations, domain that is presented from a multilateral and multidisciplinary perspective. The topics approached vary from world economic order to European Union policies and practices to company level diverse strategies and specific economy analysis (such as the intangible economy) to international communication and lobby.

The book has been edited by two specialists in international business and economics, but the chapters are co-authored by a large number of co-authors illustrating the legitimacy of the volume in the field through the participation and the opinions of numerous specialists.

The book has several merits. The first relates to the book structure that takes the reader through all international economic relations facets, starting at world and global level and continuing at economy and macro-level, as well as company level. Among the global level topics included are issues related to the world economy system, the comparative economic systems, international organizations and global governance and diplomacy. In terms of international environment, the book approaches international

¹ *Transilvania University of Braşov, gabriel.bratucu@unitbv.ro, ORCID ID: 0000-0002-9636-3660*

trade and trade policies, the international business environment and the international financial environment. At company level, the different perspectives of the international activity of an organization are comprised, including business internationalization, international negotiation, the use of international financial instruments, international economic transactions, international marketing and international investment. The content also incorporates themes of high actuality such as innovation and technology, international communication and international lobbying.

The second merit refers to the inter-winning of theory and practice. Each chapter starts through a representative case study that introduces the topic with a real life situation. This is followed by the presentation of the main conceptual areas of study that are further complemented with numerous examples, statistics, debates, public opinions quotes and solved problems and exercises, that have the role to clarify the theories presented and to exemplify them in practical terms.

The third merit of the volume stands in the style of writing, as all chapters are written in a plain, clear, accessible language in both the Romanian and the English versions. This comes to the advantage of the audience, especially to people who just started to read in the field of international business and economics.

And finally the fourth merit associated to the book is the large volume of documentation, as each chapter includes a vast bibliography at the end, as well as statistics and other up-to-date information in the field.

To conclude, the book offers a comprehensive presentation and exemplifying of the international economic relations field including conceptual and theoretical perspectives, as well as applicative and pragmatic perspectives of the domain.

References

- Hurduzeu G. and Nicolescu L. (coord.), 2017. *Relații Economice Internaționale – Teorii, strategii, politici, instrumente și studii de caz*. București: Editura ASE, 699 pages.
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