*According to the Small Business & Entrepreneurship Council, the growth in real total trade (exports plus imports) equaled 46 percent of the United States' economic growth from 2000 to 2014, with real exports equaling 23 percent of growth over the period. International markets are increasingly important for the growth of U.S. small firms. How might today businesses attract and retain the very best employees around the world by adopting a global benefits strategy? Support your response through examples and evidence.*