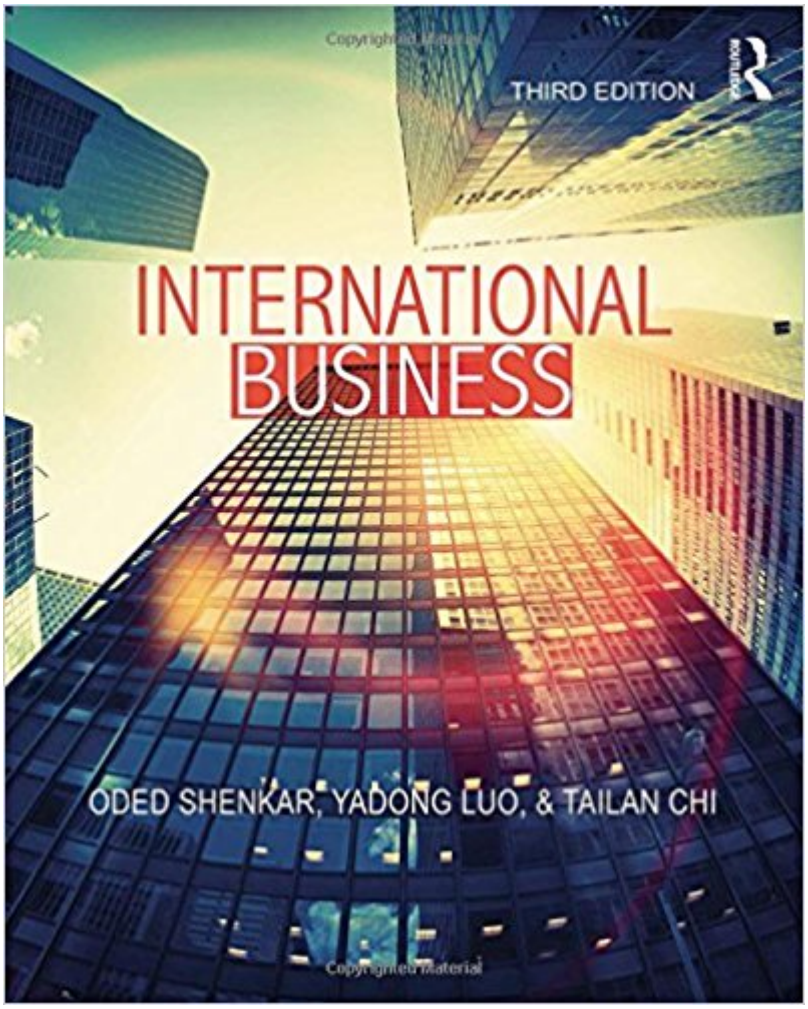
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International Business



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Synopsis

The third edition of International Business offers an action-focused, practical approach to the topic, helping students understand the global business environment and its repercussions for executives. The book provides thorough coverage of the field, delving into fundamental concepts and theory; the cultural, political, and economic environment; international business strategies; and even functional management areas. More comprehensive than competing books, International Business includes: Strengthened, expanded global cases, examples, and 'industry' and 'country' mini-cases that give students practical insight into the ways companies actually behave within a competitive, global environment Updated coverage of key trends that impact how international business functions, including the drivers of globalization, e-commerce and the impact of the Internet, and international entrepreneurship New material onÃ Â technology issues, the impact of the financial crisis, and problems in the EU Expanded discussion of the skills and strategies students need to succeed in today's international business environment,Ã Â including dynamic capabilities, foreign direct investment, and market entry strategies Also featuring a companion website with aÃ Â test bank,Ã Â Powerpoint slides, and instructorÃ¢â ¬â„¢s manual, this book is ideal for undergraduate and graduate students and instructors of any international business course.

Book Information

Paperback: 696 pages
Publisher: Routledge; 3 edition (August 16, 2014)
Language: English
ISBN-10: 0415817137
ISBN-13: 978-0415817134
Product Dimensions: 9.9 x 8 x 1.3 inches
Shipping Weight: 3 pounds (View shipping rates and policies)
Average Customer Review: 3.7 out of 5 stars 4 customer reviews
Best Sellers Rank: #143,229 in Books (See Top 100 in Books) #23 inÃ Â Books > Business & Money > International > Exports & Imports #107 inÃ Â Books > Textbooks > Business & Finance > Entrepreneurship #165 inÃ Â Books > Textbooks > Business & Finance > International Business

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"This book has an evocative blend of the "big picture" ofÃ Â international businessÃ Â in the age of globalization, and all the key and more specific issues in IB today. These seasoned scholars'Ã Â varied casesÃ Â are not just great fun,Ã Â but also provideÃ Â great coverage, from

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