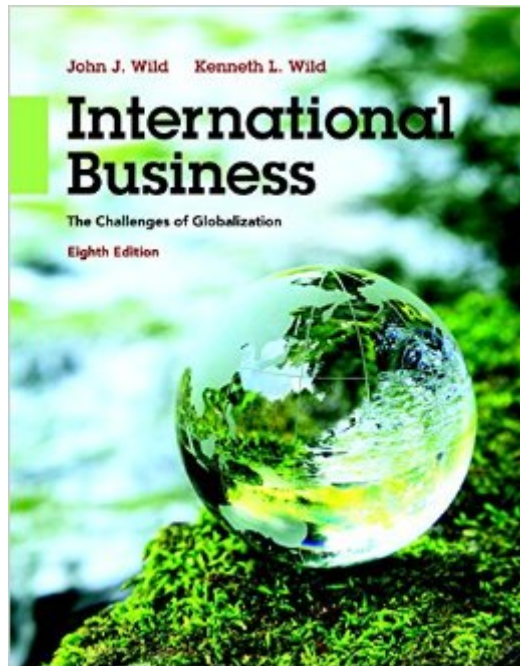


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International Business: The Challenges Of Globalization (8th Edition)



Synopsis

NOTE: You are purchasing a standalone product; MyManagementLab does not come packaged with this content. If you would like to purchase both the physical text and MyManagementLab search for ISBN-10: 0133973026 /ISBN-13: 9780133866247. That package includes ISBN-10: 0133866246/ISBN-13: 9780133866247 and ISBN-10: 013386703X/ISBN-13: 9780133867039. For courses in International Business Cultural Understanding in International Business International Business: The Challenges of Globalization is a comprehensive introduction to the difficulties of global entrepreneurship. By employing engaging features and real world examples through a concise and focused text, the Eighth Edition presents a fresh take on the subject that is both interesting and invaluable to readers. The material has been thoroughly updated based on both reader and instructor feedback and ongoing changes in the international business world to ensure that it remains up-to-date and well received by audiences. Focusing on relating major concepts to concrete examples, this hands-on text is highly relevant to a future career as a global entrepreneur. International Business addresses the issue of cultural barriers that arise in global business, as well as the theory and terminology essential to the process of conducting successful business abroad. Its brief yet inclusive coverage of all major international business topics make it the ideal introductory text for readers exploring this subject.

Book Information

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Customer Reviews

This book was a good read that didn't get too complicated. Great beginner's course to the International Business environment.

It was a good book with factual information. Everything is explained in simple terms and includes case studies at the end of each section to get you thinking.

The book is completely new and looks great!

Minimal wear, good overall.

Good!

The book was very nice quality. It had no tears or writing inside the book which I was very pleased with. The book itself was easy to read, and explained the issues clearly.

the book is so good , the price is cheaper than bookstore.

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