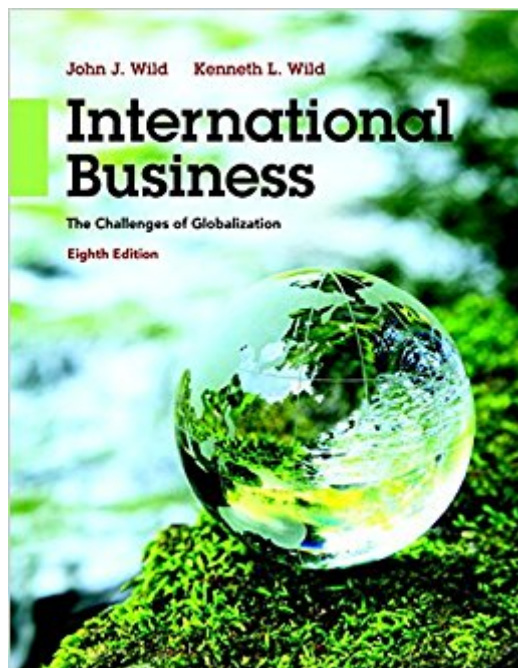




Ebook Directory
the best source of ebook

The book was found

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

Paperback: 464 pages

Publisher: Pearson; 8 edition (January 25, 2015)

Language: English

ISBN-10: 0133866246

ISBN-13: 978-0133866247

Product Dimensions: 8.4 x 0.6 x 10.7 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 60 customer reviews

Best Sellers Rank: #2,009 in Books (See Top 100 in Books) #1 in Books > Textbooks >

Business & Finance > International Business #7 in Books > Business & Money > International

Customer Reviews

John J. Wild is Professor of Business and Vilas Research Scholar at The University of Wisconsin at Madison, where he also received his Ph.D. He has received numerous teaching awards at

Wisconsin as well as from Michigan State University. He is a frequent speaker at universities and national and international conferences. --This text refers to the Loose Leaf edition.

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

While the information in this book was good I do not like that it is loose leaf, makes it very difficult to keep up with. This book was required for one of my classes and loose leaf was the cheapest I could find so I guess beggars can't be choosers!

Book was used for international business course at my University. Was a good book, it was insightful when paired with my professor.

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.

perfect - I love it!

Just what I needed

Book was great but has a little cosmetic defect on corner, other than that it is perfect! Teaches great fundamentals of business around the world!

This book is a great resource for learning International business strategy, Foreign direct investment motivations, the evolution of the International Monetary Fund, and the effects of trade and economic stability in the global market.

[Download to continue reading...](#)

International Business: The Challenges of Globalization (8th Edition) International Business: The Challenges of Globalization (7th Edition) Globalization, Culture, and Branding: How to Leverage Cultural Equity for Building Iconic Brands in the Era of Globalization Remaking New York: Primitive Globalization and the Politics of Urban Community, Vol. 12 (Globalization and Community) Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business

English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Women, Work, and Globalization: Challenges and Opportunities Privatization: Successes and Failures (Initiative for Policy Dialogue at Columbia: Challenges in Development and Globalization) Globalization and Islamic Finance: Convergence, Prospects and Challenges Industrial Policy and Economic Transformation in Africa (Initiative for Policy Dialogue at Columbia: Challenges in Development and Globalization) International Trade in Sustainable Electricity: Regulatory Challenges in International Economic Law Professional Nursing: Concepts & Challenges, 7e (Professional Nursing; Concepts and Challenges) Policing America: Challenges and Best Practices (8th Edition) International Business Law and Its Environment 8th Edition International Business: A Managerial Perspective (8th Edition) Biomagnetism: Clinical Aspects : Proceedings of the 8th International Conference on Biomagnetism, Munster, 19-24 August, 1991 (International Congress Series) Business Turnaround Blueprint: Take Back Control of Your Business and Turnaround Any Area of Poor Performance (A Business Book for the Hard-Working Business Owner) Tracing the Roots of Globalization and Business Principles, Second Edition Strategic Management and Business Policy: Globalization, Innovation and Sustainability (14th Edition) Infants, Children, and Adolescents (8th Edition) (Berk & Meyers, The Infants, Children, and Adolescents Series, 8th Edition)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)