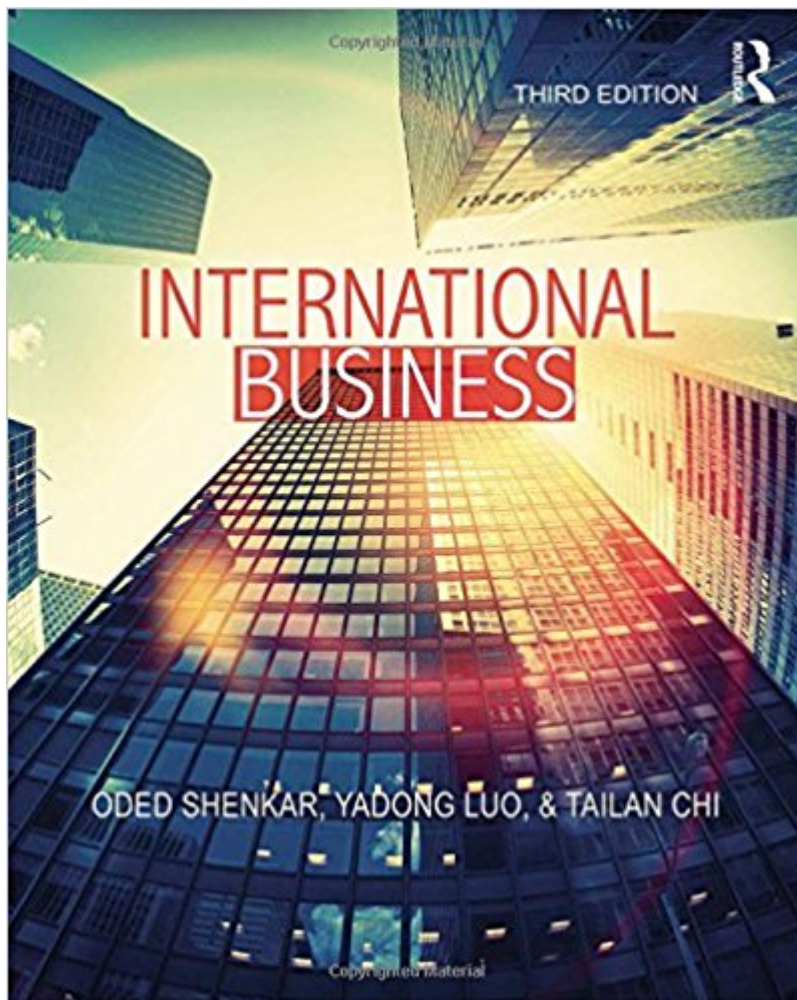


The book was found

International Business



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 on: 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, including dynamic capabilities, foreign direct investment, and market entry strategies Also featuring a companion website with a test bank, Powerpoint slides, and instructor'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 in Books > Business & Money > International > Exports & Imports #107 in Books > Textbooks > Business & Finance > Entrepreneurship #165 in Books > Textbooks > Business & Finance > International Business

Customer Reviews

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

the traditional IB topics to newer ones. The authors' practical vision is refreshing, eloquently written, and spot on!" - Mary Ann Von Glinow, Knight Ridder Eminent Scholar Chair in International Management, Florida International University, USA; ã ã Former AIB and AOM President

"International Business offers readers an extensive background and useful insights into the basics and practice of IB. Up-to-date, practical examples ã ã present wonderful opportunities to learn from the experiences of firms and managers operating in the global environment. " - Marjorie A. Lyles, Chancellor's Professor and OneAmerica Chaired Professor in Business Administration, Indiana University, USA

"Shenkar, Luo and Chi offer excellent, comprehensive coverage of international business in the new global environment. Written by three outstanding researchers, it ã ã is practically focused, firmly grounded in cutting edge research, ã ã and up-to-date with great student and instructor support." - Peter J. Buckley, Professor and Director of Business Confucius Institute, University of Leeds, UK

Oded Shenkar is the Ford Motor Company Chair in Global Business Management and Professor of Management and Human Resources at Ohio State University, USA. A Fellow and past Vice President of the Academy of International Business, he has authored numerous books and over a hundred articles. Yadong Luo is the Emery M. Findley Jr. Distinguished Chair of Graduate Business Studies and Professor of Management at the University of Miami, USA. He is an author of over a dozen books, and over a hundred journal articles, and is a Fellow of The Academy of International Business. Tailan Chi is Professor of International Business and Carl. A. Scupin Faculty Fellow at the University of Kansas, USA. He has published in leading journals of international business and management, including Journal of International Business Studies, Strategic Management Journal, and Management Science.

I am using it for my class and it is just great...

came brand new and so far the book has a good read

Relevant

The book showed up with a cut up cover. I recognize that this should not be a reflection of the sender, but it does pose a problem that the product would delivered damaged.

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

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) 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) 2012 International Plumbing Code (Includes International Private Sewage Disposal Code) (International Code Council Series) The Formation and Identification of Rules of Customary International Law in International Investment Law (Cambridge Studies in International and Comparative Law) Transfer Pricing Arms Length Principle International Tax Law (Series on International Taxation) (Series in International Taxation) International Taxation in America for the Entrepreneur for the International Taxation for the Business Owner and Foreign Investor: Updated May 2017 International Taxation in America for the Entrepreneur, 2013 Edition: International Taxation for the Business Owner and Foreign Investor International Tax & Business Guide 2016: Expert Legal Guide for American's Living, Working, Investing and Doing Business Abroad International Business Law and Its Environment, Eighth Edition (South-Western Legal Studies in Business Academic Series) Introduction to Global Business: Understanding the International Environment & Global Business Functions Taiwan Business: The Portable Encyclopedia for Doing Business with Taiwan (Country Business Guides) Photography Business: "Making Money in the Music Business as a Photographer" and "How to Make Money and Grow Your Business with Portrait Parties" Business Plan Template: Complete Fill in the Blanks Sample Business Plan Proposal (With MS Word Version, Excel Spreadsheets, and 7 Free Gifts) (Starting A Business Book 2) Business Plan Writing Guide: How To Write Successful & Sustainable Business Plans (Business Plan Writing Guides Book 1) Business Valuation for Business Owners: Master a Valuation Report, Find the Perfect Business Appraiser and Save Your Company from the Looming Disasters That You Don't Yet Know About Business plan template and example: how to write a business plan: Business planning made simple Start Here: The World's Best Business Growth & Consulting Book: Business Growth Strategies from the World's Best Business Coach Business Plans that Work: A Guide for Small Business 2/E (Business Skills and Development) Food Truck Business: How To Start Your Own Food Truck While Growing & Succeeding As Your Own Boss (Food Truck, Food Truck Business, Passive Income, Food ... Truck Startup, Food Truck Business Plan,)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)