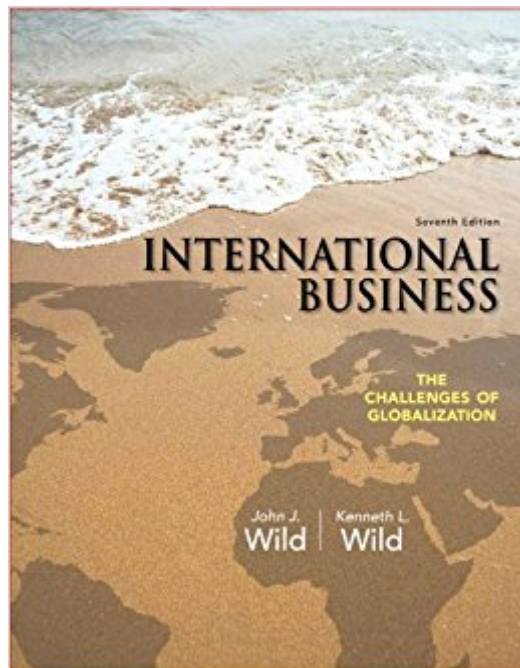




Ebook Directory
the best source of ebook

The book was found

International Business: The Challenges Of Globalization (7th Edition)



Synopsis

Directed primarily toward undergraduate International Business majors, this text also provides practical content for future industry professionals. A readable, concise, and innovative tour through international business, this text presents the subject matter in a comprehensive yet succinct framework. Real-world examples and engaging features bring concepts to life and make international business accessible to all. The Seventh Edition better explains the influence of the global credit crisis and recent recession on international business, and even more fully embraces the crucial role of emerging markets in today's global economy.

Book Information

Paperback: 480 pages

Publisher: Pearson; 7 edition (January 12, 2013)

Language: English

ISBN-10: 0133063003

ISBN-13: 978-0133063004

Product Dimensions: 8.5 x 0.9 x 10.8 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

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

Best Sellers Rank: #23,423 in Books (See Top 100 in Books) #6 in Books > Business & Money > International > Exports & Imports #18 in Books > Textbooks > Business & Finance > Entrepreneurship #43 in Books > Textbooks > Business & Finance > International Business

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 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 (7th Edition) International Business: The Challenges of Globalization (8th 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) Adolescent Portraits: Identity, Relationships, and Challenges (7th Edition) 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) The Globalization of World Politics: An Introduction to International Relations International Economics, Globalization, and Policy: A Reader (McGraw-Hill Economics) Producing Security: Multinational Corporations, Globalization, and the Changing Calculus of Conflict (Princeton Studies in International History and Politics) International Taxation in America for the Entrepreneur, 2013 Edition: International Taxation for the Business Owner and Foreign Investor

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)