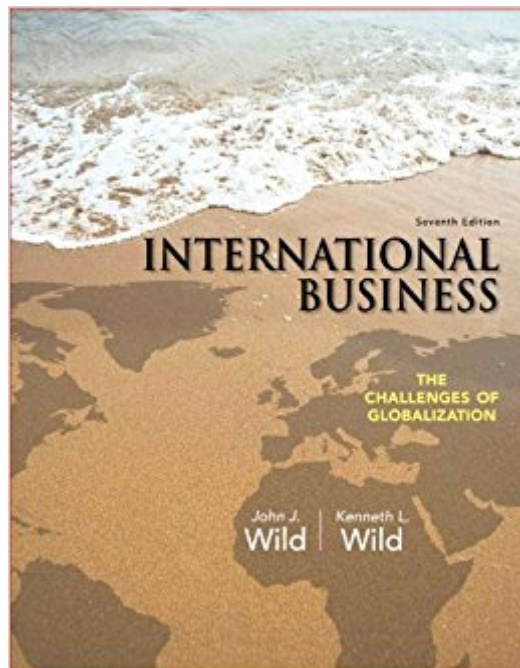




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International Business: The Challenges Of Globalization (7th Edition)



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

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Customer Reviews

John J. Wild is Professor of Business and Vilas Research Scholar at The University of Wisconsin in 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.

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