



Introduction to Global Business: Understanding the International Environment & Global Business Functions

Julian Gaspar , James Kolari , Richard Hise , Leonard Bierman , L. Murphy Smith

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The global business environment is rapidly changing due to shifts in geopolitical alliances, active support of global international institutions in promoting market-oriented economic reforms, and advances in the development and use of information technology. INTRODUCTION TO GLOBAL BUSINESS, 2e addresses these challenges by providing a comprehensive analysis of the global business environment and lays the foundation for the functional tools used to better prepare you to manage the global business landscape. The text flows smoothly and clearly from concept to application, asking you to apply those learning skills into real-world personal and professional applications. The specialized author team introduces globalization through unparalleled scholarship and a world-view presentation of the fundamental pillars of the global business environment -- culture, ethics, economics, and information technology. Ensure that you understand the procedures and concepts you need to know with MindTap for INTRODUCTION TO GLOBAL BUSINESS. MindTap, an online course management and learning system, combines the best of current technology to save time in planning and managing your course and assignments.

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It's what you'd expect out of a Global Business textbook.

Sarah says

great text for newbies. chapter 14 scares the beh-jee-zus out of me so that's great. "anyone? anyone? voodoo economics? anyone? anyone?"
