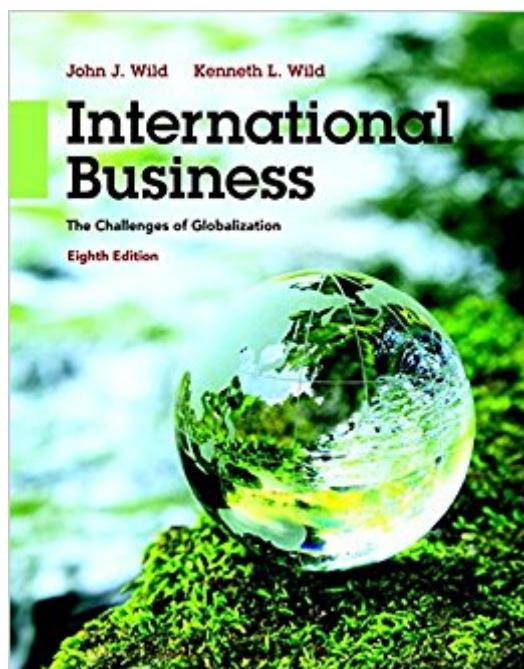


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# International Business: The Challenges Of Globalization (8th Edition)



## **Synopsis**

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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**

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## **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.

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