

## International Business: The Challenge of Global Competition



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***(Trent Monahan)***

## INTERNATIONAL BUSINESS: THE CHALLENGE OF GLOBAL COMPETITION



Tata McGraw-Hill Education Pvt. Ltd., 2009. Softcover. Book Condition: New. 5th or later edition. This book continues to be the most objective and thorough treatment of International Business available for students. Enriched with maps, photos, and the most up-to-date world data, this text boasts the collective expertise of five authors with firsthand International Business experience, specializing in international management, finance, law, global strategy, and marketing. Key features # ?Building Your Global Resume? boxes # Updated Global EDGE Research Tasks # Visual and Descriptive # Separate chapters on the political, social, legal, cultural, and physical environments # Includes small and medium-sized businesses About the author Donald Ball Consultant to multinational corporations, was a professor of marketing and international business for several years after leaving industry. He has a degree in mechanical engineering from Ohio State and a doctorate in business administration from the University of Florida. Ball has published articles in the Journal of International Business Studies and other publications. Before obtaining his doctorate, he spent 15 years in various marketing and production management positions in Mexico, South America, and Europe. Wendell McCulloch Professor of international business, finance, and law and is the former director of international business programs at California State University, Long Beach. He earned a bachelor?s degree in economics at George Washington University and a JD from Yale University. He has published articles in The Wall Street Journal, the Journal of International Business Studies, and the Collegiate Forum. The results of McCulloch?s research have appeared in publications by the Joint Economic Committee of the U.S. Congress and the Heritage Foundation. Before beginning his academic career, McCulloch spent 19 years as an executive for American and European multinationals that offered banking, insurance, and investment products in many countries. He was associate general counsel of International General Electric, headquartered in...



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