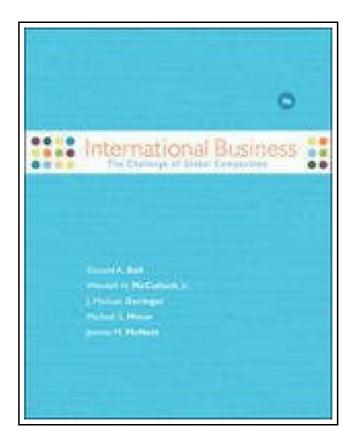
International Business: The Challenge of Global Competition



Filesize: 1.15 MB

Reviews

Certainly, this is the greatest work by any author. It can be writter in easy words and phrases rather than confusing. I am just happy to let you know that this is actually the greatest ebook we have study inside my individual daily life and may be he greatest ebook for at any time.

(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...



Read International Business: The Challenge of Global Competition Online Download PDF International Business: The Challenge of Global Competition

Other eBooks



Who am I in the Lives of Children? An Introduction to Early Childhood Education (Paperback)

Pearson Education (US), United States, 2015. Paperback. Book Condition: New. 10th Revised edition. 254 x 201 mm. Language: English. Brand New Book. Note: This is the bound book only and does not include access...

Save Book »



Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities (Paperback)

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 \times 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

Save Book »



America s Longest War: The United States and Vietnam, 1950-1975 (Paperback) McGraw-Hill Education - Europe, United States, 2013. Paperback. Book Condition: New. 5th. 206 x 137 mm. Language: English . Brand New Book. Respected for its thorough research, comprehensive coverage, and clear, readable style, America s...

Save Book »



The Adventures of a Plastic Bottle: A Story about Recycling (Paperback)

SIMON SCHUSTER, United States, 2009. Paperback. Book Condition: New. Children s Tk, Pete Whitehead (illustrator). Original ed.. 203 x 196 mm. Language: English . Brand New Book. Learn about recycling from a new perspective! Peek...

Save Book »



Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel's System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers (Paperback)

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English. Brand New Book ***** Print on Demand *****. This historic book may have numerous typos and missing text. Purchasers can download...

Save Book »