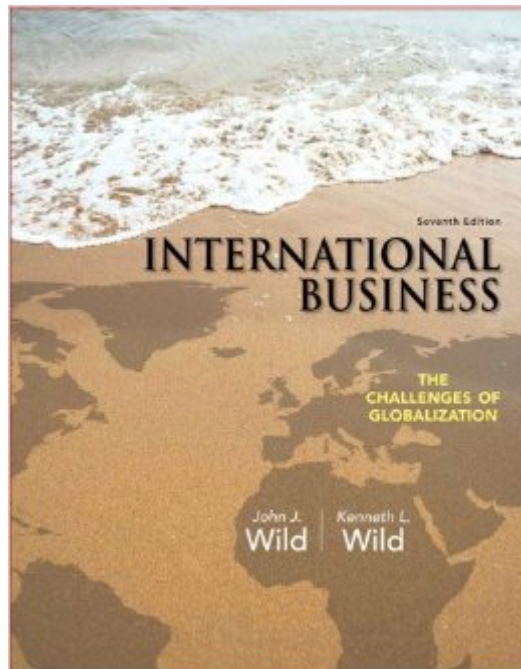


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International Business: The Challenges Of Globalization (7th Edition)



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.

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A basic overview of international business. Lots of illustrations. Very broad. Writing is a bit bland, but easy to read.

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