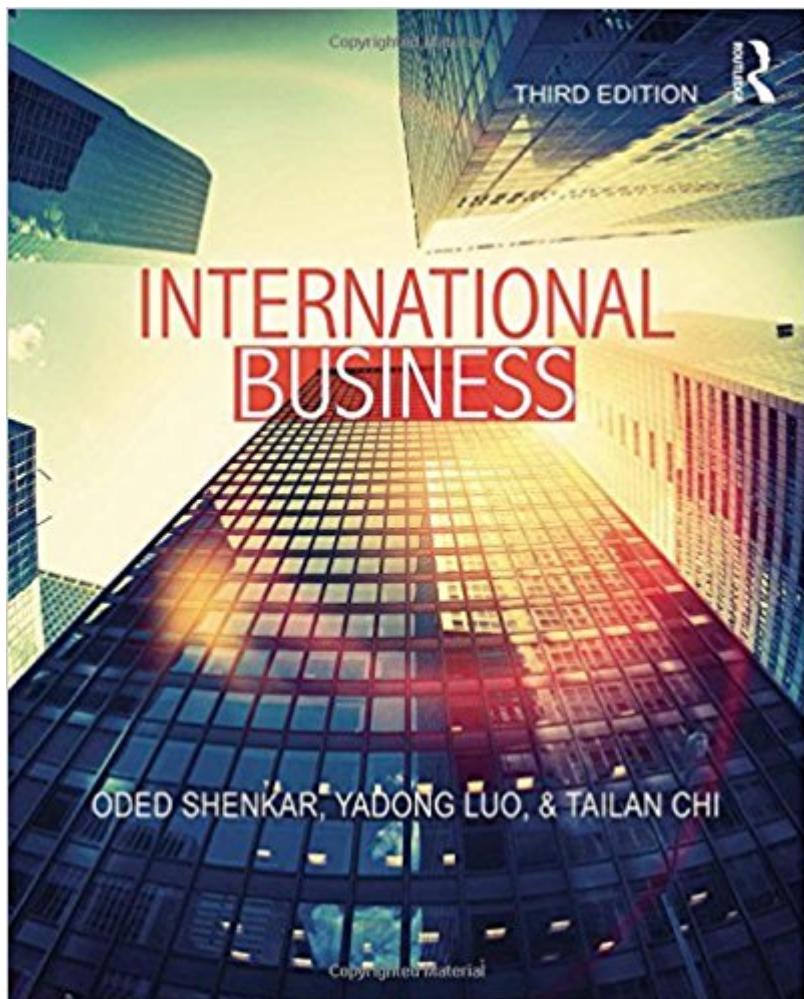


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International Business



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The third edition of International Business offers an action-focused, practical approach to the topic, helping students understand the global business environment and its repercussions for executives. The book provides thorough coverage of the field, delving into fundamental concepts and theory; the cultural, political, and economic environment; international business strategies; and even functional management areas. More comprehensive than competing books, International Business includes: Strengthened, expanded global cases, examples, and 'industry' and 'country' mini-cases that give students practical insight into the ways companies actually behave within a competitive, global environment Updated coverage of key trends that impact how international business functions, including the drivers of globalization, e-commerce and the impact of the Internet, and international entrepreneurship New material on technology issues, the impact of the financial crisis, and problems in the EU Expanded discussion of the skills and strategies students need to succeed in today's international business environment, including dynamic capabilities, foreign direct investment, and market entry strategies Also featuring a companion website with a test bank, Powerpoint slides, and instructor manual, this book is ideal for undergraduate and graduate students and instructors of any international business course.

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Oded Shenkar is the Ford Motor Company Chair in Global Business Management and Professor of Management and Human Resources at Ohio State University, USA. A Fellow and past Vice President of the Academy of International Business, he has authored numerous books and over a hundred articles. Yadong Luo is the Emery M. Findley Jr. Distinguished Chair of Graduate Business Studies and Professor of Management at the University of Miami, USA. He is an author of over a dozen books, and over a hundred journal articles, and is a Fellow of The Academy of International Business. Tailan Chi is Professor of International Business and Carl. A. Scupin Faculty Fellow at the University of Kansas, USA. He has published in leading journals of international business and management, including Journal of International Business Studies, Strategic Management Journal, and Management Science.

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