



International Business (3rd Edition)

By Stuart Wall, Bronwen Rees, Sonal Minocha

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International Business provides a clear and concise introduction to the environment and functions of international business.

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It is written for students on undergraduate and postgraduate degree programmes, or undertaking professional qualifications. It is especially suitable for non-specialist students of business.

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International Business (3rd Edition) By Stuart Wall, Bronwen Rees, Sonal Minocha Bibliography

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Editorial Review

From the Back Cover

We live in a global economy in which one quarter of the world's recorded output is exported, where a change in business practice in Beijing can have a direct impact on a workforce in Birmingham, and where support to a customer in Detroit can be provided from Delhi.

International business is everywhere and affects us all on a daily basis. Individuals and organisations therefore need to understand a global as well as a local business environment, as well as how to manage and market across cultures, trade across national and legal boundaries, and plan for an ever-more competitive and unpredictable future.

This book provides a clear and concise introduction to this most interdisciplinary of subjects, explaining in straightforward language the economic and financial underpinnings of international business, and the more subtle organisational and cultural issues increasingly crucial to business success. The managerial challenges which face organisations of all types and sizes, no matter where they are located, are reviewed and explored.

Over 60 case studies enable you to learn from examples such as:

- developing management skills in South Africa
- legal services and intellectual property rights in India
- Islamic culture and international human resource management
- stabilising the World Bank in the face of economic uncertainty
- the experiences of multinationals including Toyota, Dyson, Body Shop and many more

International Business is written for students on a range of undergraduate and postgraduate programmes. In addition to the questions and other features within the book, log on to www.pearsoned.co.uk/wall to check your understanding of key concepts, and further your study of this dynamic and ever-changing subject.

About the Author

Stuart Wall is Head of Department at the Ashcroft International Business School, Anglia Ruskin University

in Cambridge. Sonal Minocha and Bronwen Rees are both also at Anglia Ruskin University.

Users Review

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