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International Business: The Challenge of Global Competition

By Donald Ball, Jeanne McNett, Michael Geringer, Michael Minor, Wendell McCulloch

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...



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