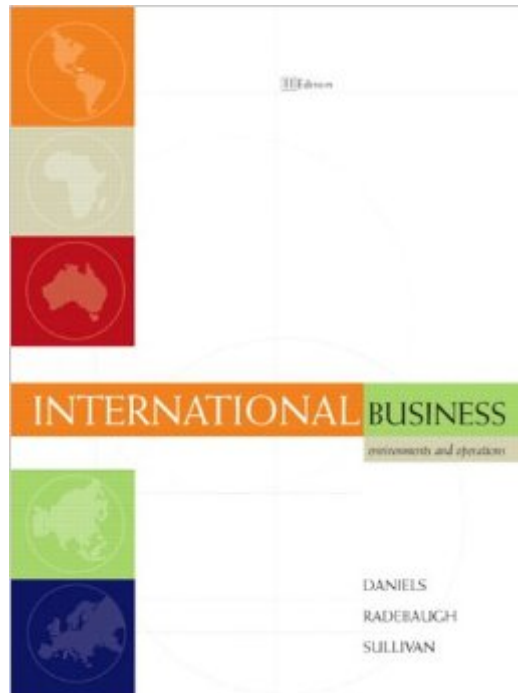


The book was found

International Business: Environments And Operations (11th Edition)



Synopsis

'International Business' provides real & up-to-date coverage of international business topics & issues. It discusses the differences faced in international environments, overall company strategies & functional alternatives for operating abroad.

Book Information

Hardcover: 792 pages

Publisher: Prentice Hall; 11 edition (January 1, 2007)

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Product Dimensions: 8.7 x 1.2 x 10.9 inches

Shipping Weight: 4.4 pounds

Average Customer Review: 4.0 out of 5 stars Â See all reviews Â (23 customer reviews)

Best Sellers Rank: #889,358 in Books (See Top 100 in Books) #83 in Â Books > Business & Money > Accounting > International #688 in Â Books > Textbooks > Business & Finance > International Business #2857 in Â Books > Business & Money > International

Customer Reviews

Overall, this textbook has a lot of merit and is chock-full of very useful information, and many cited sources. However, it does have its flaws too. I will begin with the positive points as I also describe the textbook's overall features. I will then touch on the two main negative points, and close by explaining the context of my review.

PROS: On the positive side, the chapters all begin and end with excellent case studies. The range of subjects covered throughout the textbook is excellent because it introduces just about every topic you would need to know when engaging in international business (especially from an operations standpoint). The Table of Contents is as follows:

PART ONE:
Background for International Business...1 Globalization and International Business

PART TWO:
Comparative Environmental Frameworks...2 The Cultural Environments Facing Business...3 The Political and Legal Environments Facing Business...4 The Economic Environments Facing Businesses...5 Globalization and Society

PART THREE: Theories and Institutions: Trade and Investment...6 International Trade and Factor-Mobility Theory...7 Governmental Influence on Trade...8 Cross-National Cooperation and Agreements

PART FOUR: World Financial Environment...9 Global Foreign-Exchange Markets..10 The Determination of Exchange Rates

PART FIVE: Global Strategy, Structure, and Implementation..11 The Strategy of International Business..12

Country Evaluation and Selection..13 Export and Import..14 Direct Investment and Collaborative Strategies..15 The Organization of International BusinessPART SIX: Managing International Operations..

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