

# Mcgraw Hill Global Business Today 9th Edition

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mcfarlin and sweeney provide students with an accessible application oriented approach to international management focusing on key challenges including motivation leadership and communication across cultural boundaries the book gives students a global perspective on the process of hiring training and developing employees as well as strategic decision making in relation to foreign markets questions case studies examples of creative problem solving and testimonials from real world managers operating in the international arena are just a few of the tactics mcfarlin and sweeney use to help students begin to think about applied theory on a global level all chapters have been updated with recent articles from leading business sources and academic journals and new case studies have been incorporated

international business addresses the strategic structural and functional implications of international business in firms around the world this is exhibited through a critical integrated flow from chapter to chapter

a comprehensive introduction to international business from authors at the forefront of research in international and strategic management taking a regional approach this text challenges some of the underlying assumptions behind globalization and focuses on both the dominant economies the eu the us and japan as well as emerging markets in world trade such as brazil india and china the book also integrates analysis of the competitive environment and the internal resources of the firm to provide a strategic view of international business the book is written for students on undergraduate and postgraduate degree programmes in business or business related disciplines

reflecting a strong managerial orientation a corporate emphasis and a true global local focus international business managing globalization explains the whats and whys of global differences as it covers industries competitors regions and markets from the perspectives of practicing managers author john s hill reviews the geographic and historic backgrounds of regions and markets in a way that no other text has done with special focus on global supply chains global branding and world religions as they affect management at the local level it integrates business topics and environmental analysis into a strategic global local framework it places current events in focus by covering history and geography as they affect international business it includes a unique chapter on global industry and competitor analysis a common business tool but a topic not covered in other texts it covers religion as a key determiner of behaviors worldwide to help readers understand why behaviors differ depending on the local context it focuses on corporate analysis planning and internationalization vital corporate practices rarely covered in other textbooks it includes short cases for undergraduates and longer cases for graduate students international business managing globalization is ideal for the introduction to business course or for courses focusing on international or global business strategy

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charles hill s global business today 8e has become the most widely used text in the international business market because its current it is comprehensive and up to date application rich it goes beyond an uncritical presentation and shallow explanation of the body of knowledge relevant it focuses on managerial implications integrated it maintains a tight integrated flow between chapters and incorporates ancillary resources that enliven the text and making it easier to teach our research has shown that students and instructors alike enjoy the interesting informative and accessible writing style of gbt so much so that the writing has become charles hill s trademark the author s passion and enthusiasm for the international business arena is apparent on every page in addition to boxed material which provides deep illustrations in every chapter hill carefully weaves interesting anecdotes into the narrative of the text to engage the reader

market defining since it was first introduced international business 4e by charles w l hill continues to set the standard for international business textbooks charles hills reputation as a leading thinker and actor in the international arena precede him and he is regularly asked to explain world economic events on national public radio his expertise lends itself to a book that is thorough and up to date because many issues in international business are complex they necessitate exploration of pros and cons of economic theories government policies business strategies organizational structures etc the author challenges the often shallow explanations that other books offer while maintaining a tight integrated flow between the chapters hills book is practical in nature focusing on managerial implications of each topic on the actual practice of international business the authors passion and enthusiasm for the international business arena is apparent on every page as he strives to make important theories interesting informative and accessible to all students

written for undergraduates graduate students and executives in training global business is a useful tool for anyone involved in business or government transactions with someone from another country the text offers a solid foundation for building a successful global strategy by showing how a business person can modify their approach and communication to be effective outside their own culture can also be used as a supplement for an international business international marketing or business strategy policy course since national and international diplomacy isn t the same as cutting a business deal this text is written from a business rather than diplomatic perspective theory and examples are brought together equipping students to prepare themselves to analyze new situations students are taught how to prepare before the sale or negotiation anticipate difficulties and develop appropriate contingency plans guidelines and models used in the text illustrate the challenges of working across cultural boundaries to meet business objectives

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