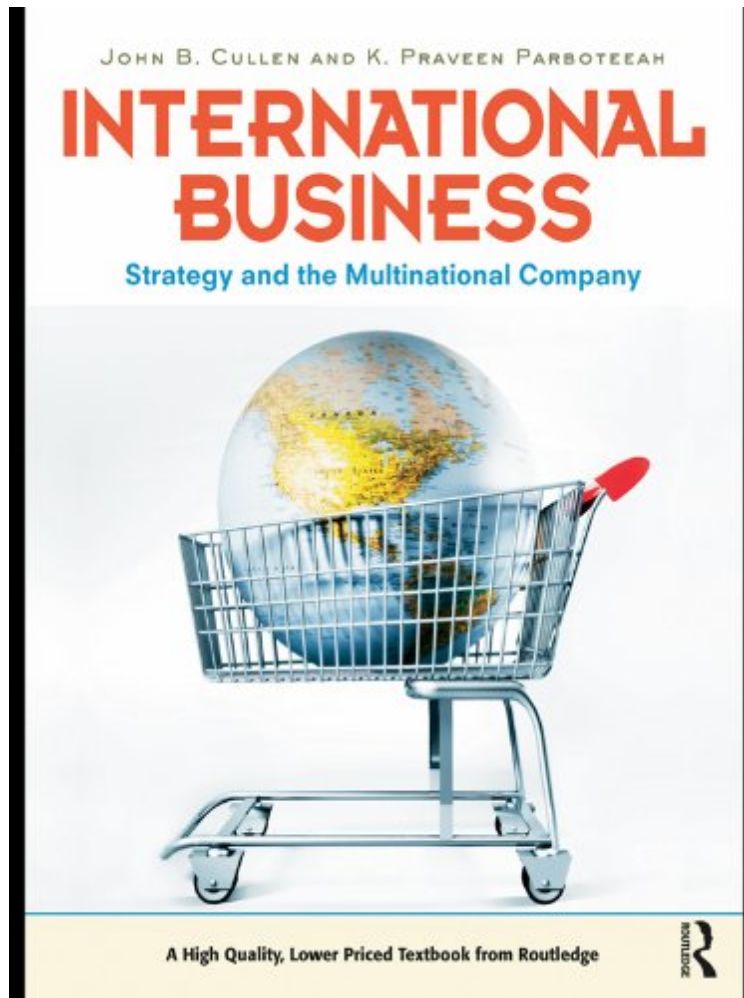


International Business: Strategy and the Multinational Company

K. PRAVEEN PARBOTEEAH

**Download PDF | ePub | DOC | audiobook | ebooks*



DOWNLOAD



READ ONLINE

#1075519 in eBooks 2009-09-10 2009-09-10 File Name: B002KAAK7Q | File size: 17.Mb

K. PRAVEEN PARBOTEEAH : International Business: Strategy and the Multinational Company before purchasing it in order to gauge whether or not it would be worth my time, and all praised International Business: Strategy and the Multinational Company:

3 of 3 people found the following review helpful. What was expected.... except for page numbers By Michelle LOATH the fact that the page numbers are not correct on these e-books. If an instructor says to complete an assignment on a certain page what is the point if you have to spend half an hour finding the project since the page numbers are not correct? Other than that, the content is as expected, I was able to download it immediately onto my Kindle, and it is convenient to not have to worry about shipping a rented textbook back or purchase a high priced book you'll never use again. 0 of 0 people found the following review helpful. GARBAGE. Virtually Unusable. By Customer I have gotten over thirty e-books over the years. This product is garbage. You can only see maybe 1/10th of a page at a time, very hard when looking at a chart. You have no idea where you are in the book. There are no page

numbers. My instructor says go to page 118...I cannot! I am screwed. This is STEALING money. DO NOT BUY OR RENT THIS!!!0 of 0 people found the following review helpful. I expected better quality even though it was a rentalBy CustomerBook was tattered and battered. I expected better quality even though it was a rental.

This book covers the same material and more when compared with other international business texts, yet it is priced for the student's pocketbook. A new international business text for a new and ever changing global environment. With a unique chapter covering International E-Commerce, Cullen is written in a unique way. Issues link the chapters. The logic is that to choose and implement strategies in international business, you need to understand the global, institutional, and cultural environment. In turn, you need to align functional strategies to support the more general multinational strategies. From the student's point of view, the approach is designed to answer the questions of "why do I really need to know all of this stuff?" Unfortunately, the companion website for this book is no longer available. If you would like access to the materials, please contact SalesHSS@taylorandfrancis.com.