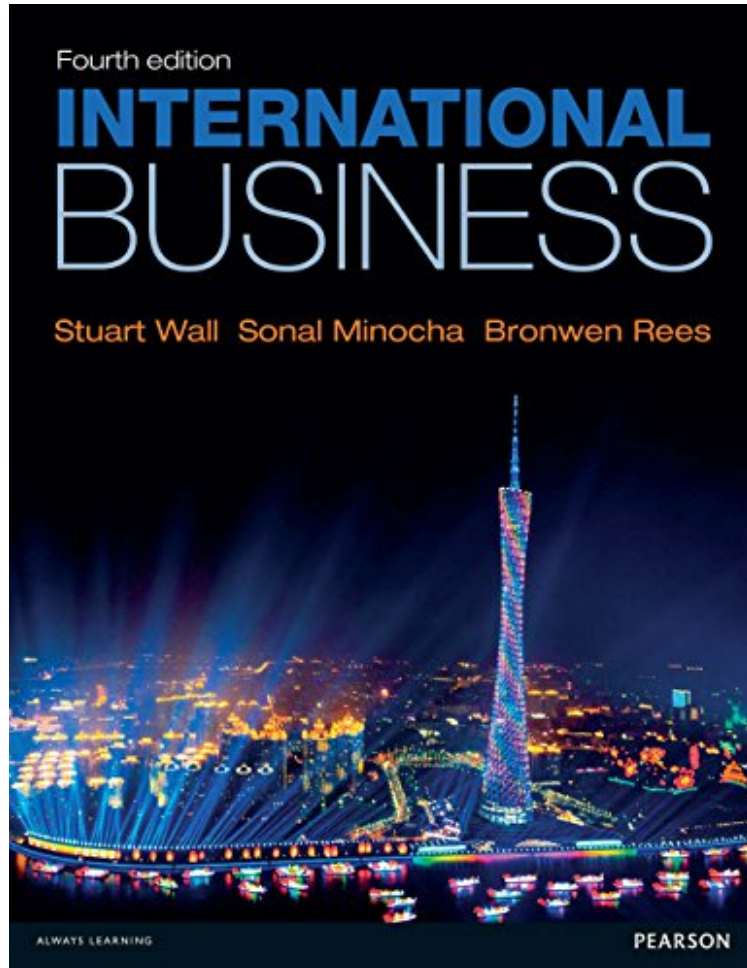


International Business

Stuart Wall, Sonal Minocha
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Stuart Wall, Sonal Minocha : International Business before purchasing it in order to gage whether or not it would be worth my time, and all praised International Business:

We live in a global economy in which over 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. 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.

From the Back Cover We live in a global economy in which over 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 that they operate in a global as well as a local business environment, in which they must often 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 75 case studies enable you to learn from examples such as: - developing management skills in China, Japan and the USA - exploring new strategic directions for Apple, Microsoft, and conventional publishers as 'smart' technologies continue to develop - legal services and intellectual property rights in India - Islamic culture and international human resource management - reviewing the roles of the World Bank and other international organisations in the face of increased global economic uncertainty - the experiences of multinationals including Toyota, Walmart, 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.