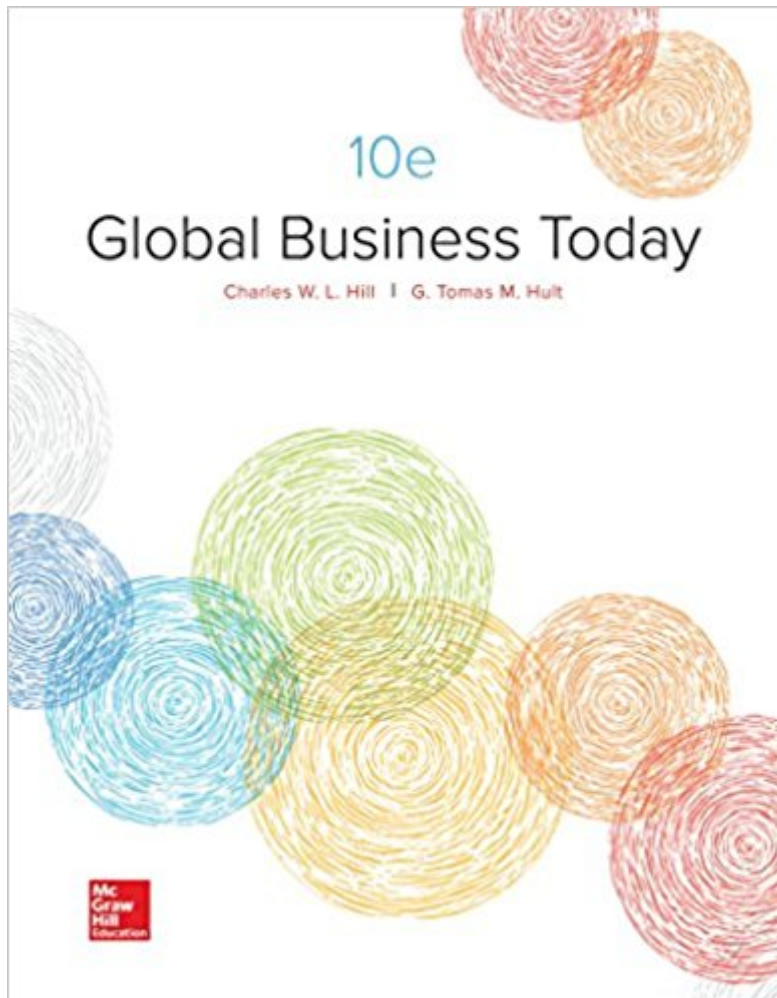




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Global Business Today (Irwin Management)



Synopsis

Global Business Today is for the undergraduate or MBA level course of International Business where a concise paperback is desired. Global Business Today appeals to instructors looking for an analytical (as opposed to a descriptive) approach to the course. Global Business Today is known for being practical, which is an important point as many instructors who teach this course are often not researchers, but come from the business world. The text is influenced by each of the author's extensive global consulting experience for Fortune 500 companies.

Book Information

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Customer Reviews

Charles W. L. Hill is the Hughes M. Blake Professor of International Business at the School of Business, University of Washington. Professor Hill received his Ph.D. from the University of Manchester, the Institute of Science and Technology (UMIST) in Britain. In addition to the University of Washington, he has served on the faculties of UMIST, Texas A&M University, and Michigan State University. Professor Hill has published over 50 articles in peer-reviewed academic journals, including the Academy of Management Journal, Academy of Management Review, Strategic Management Journal, and Organization Science. He has also published two college texts: one on strategic management and the other on international business. Professor Hill has served on the editorial boards of several academic journals, including the Strategic Management Journal and Organization Science. Between 1993 and 1996, he was consulting editor at the Academy of Management Review. Professor Hill teaches in the MBA, Executive MBA, Management, and Ph.D.

programs at the University of Washington. He has received awards for teaching excellence in the MBA, Executive MBA, and Management programs. He has also taught customized executive programs. Professor Hill works on a consulting basis with a number of organizations. His clients have included ATL, Boeing, BF Goodrich, Hexcel, House of Fraser, Microsoft, Seattle City Light, Tacoma City Light, Thompson Financial Services, and Wizards of the Coast.

I ordered this book using the ISBN from my school of 978-9814738255 but I received the international edition which says it is for use outside the US. When you blow up the photo of the textbook, you can see this on the cover but it is not listed in the description. My course states that that ISBN is for the 9th edition, 2015 publish date but this is the international edition which was published in 2016.

Provides great study, historical references & recent (in a matter of years for reference) trends as why some business issues & deals have come about as they have; not just in the US but globally. More than most realize, business of today stretches FAR beyond our everyday thinking. If you desire to learn more on the supply & demand chains of business and the direct affects nationally & globally, this book will help with that understanding.

Easy to read text. I actually read the chapters in their entirety as a study tool, which I never do. Very helpful.

Not bad.

Nice

Worked well for my class, wasn't brand new, but also wasn't best up.

Clean textbook! Nice rental.

The book is exactly what I need for my International Business class. The front cover was a little ripped, but the pages are fine and that is what matters the most to me.

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