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Introduction to Global Business: Understanding the International Environment & Global Business Functions (International edition)

By Harold Bierman, Leonard Bierman, Antonio Arreola-Risa, James W. Kolari, Richard T. Hise

Cengage Learning, Inc. Paperback. Book Condition: new. BRAND NEW, Introduction to Global Business: Understanding the International Environment & Global Business Functions (International edition), Harold Bierman, Leonard Bierman, Antonio Arreola-Risa, James W. Kolari, Richard T. Hise, The global business environment is rapidly changing because of shifts in geopolitical alliances, active roles of global institutions, and advances in information technology. Gaspar et al. "Introduction to Global Business, 1E, International Edition" introduces the comprehensive foundational and functional tools to better prepare students for a global business landscape. As part of the functional approach, the text flows smoothly and clearly from concept to application, asking students to implement their learning into real-world personal and professional applications. The specialized author team introduces globalization through unparalleled scholarship and a world-view presentation of the fundamental pillars of the global landscape - culture, ethics, economic, and information technology. The purpose of this book is to introduce students to these principles in an engaging, current, and relevant way in the hope that they may develop the knowledge for successful careers in a globalized business landscape.



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