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# GLOBAL (with Online, 1 Term (6 Months) Printed Access Card) (New, Engaging Titles From 4LTR Press)



## Synopsis

Through ongoing research into students' workflows and preferences, GLOBAL3 from 4LTR Press combines an easy-reference, paperback textbook with Chapter Review Cards, and an innovative online experience - all at an affordable price. New for this edition, students explore GLOBAL3 anywhere, anytime, and on most devices with GLOBAL Online! With the intuitive StudyBits™ functionality, students study more effectively and can visually monitor their own progress. Coupled with straightforward course management, assessment, and analytics for instructors, GLOBAL3 with GLOBAL Online engages students of all generations and learning styles, and integrates seamlessly into your Global Business course.

## Book Information

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reference presents Global Business content in a more convenient and accessible style, complete with visuals to help you better recall the content.      Tear-Out Review Cards.      Tear-Out Review Cards at the back of the textbook provide a portable study tool containing all of the pertinent information you need for class and test preparation.      Relevant Material.      New cases examine the global expansion of today's successful firms. Several new opening cases, closing cases, and In Focus cases feature familiar brands or firms, including Coca-Cola, Chiquita, Toyota, McDonald's, Alibaba, Sriracha, Fiat/Chrysler, General Electric and Samsung.

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