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Global Business Today



Synopsis

Global Business Today is the proven choice for any international business course. It brings together the insights of now a team of practitioners, scholars, and award-winning instructors to present a contemporary and realistic perspective of this multi-faceted field. For the 9th edition, G. Tomas M. Hult from Michigan State University has joined Charles Hill to deliver a program that is: Current • it is comprehensive and up-to-date. Application Rich • it goes beyond an uncritical presentation and shallow explanation of the body of knowledge. Relevant • it focuses on managerial implications. Integrated • its tight flow between chapters is fully integrated with proven adaptive technology. Global Business Today • The market-leading program of international business.

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Customer Reviews

Provides great study, historical references & recent (in a matter of years for reference) trends as why some business issues & deals have come about as they have; not just in the US but globally.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.

This is one of the most incomplete and one-sided textbooks I've ever used. Takes very two-sided issues and shows one side of an issue in a way that's misleading for purpose of actually learning about the issue. I wouldn't recommend this textbook to anyone, using this as a first reference will

mostly lead to a very skewed in one direction perspective on the issue. Simplifying issues for an intro is fine, but this book is directly one-sided and misleading.

The product meet my expectations.

Product arrived ahead of schedule and fully met my expectations.

Very helpful

it's a book for class, what can I say.

Boring

Shipped quickly and is exactly what I expected and needed for my course. Very easy to use and has a lot of interactive parts in the book.

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