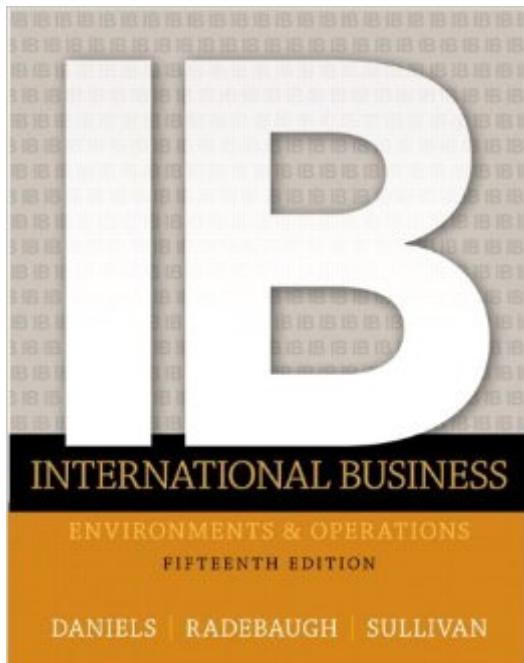


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International Business (15th Edition)



Synopsis

For undergraduate and graduate International Business courses. An effective balance between authoritative theory and meaningful practice. International Business is an authoritative and engaging voice on conducting business in international markets. This text not only describes the ideas of international business but it also uses contemporary examples, scenarios, and cases to help students effectively put theory into practice. This edition features updated author-written cases, including ten entirely new cases, and expanded coverage on emerging economies.

MyManagementLab for International Business is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and examsâ “resulting in better performance in the courseâ “and provides educators a dynamic set of tools for gauging individual and class progress.

Teaching and Learning Experience This program will provide a better teaching and learning experienceâ “for you and your students. Hereâ ™s how: Improve Results with MyManagementLab: MyManagementLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Bring Concepts to Life with Cases and Features: Every chapter begins and ends with an author-written case that either introduces new material or integrates what has already been learned. Keep Your Course Current and Relevant: New examples, topics, and statistics appear throughout the text. Note: You are purchasing a standalone product; MyManagementLab does not come packaged with this content. If you would like to purchase both the physical text and MyManagementLab search for ISBN-10: 0133768740/ISBN-13: 9780133768749. That package includes ISBN-10: 0133457230/ISBN-13: 9780133457230 and ISBN-10: 0133486621/ISBN-13: 9780133486629. MyManagementLab is not a self-paced technology and should only be purchased when required by an instructor.

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Customer Reviews

The author (or perhaps publisher) have limited the kindle edition licenses to only 2 devices. I like to be able to view e-textbooks on my phone, tablet and laptop so that I can more easily complete readings and assignments on the go, so having to pick 2 of these 3 was aggravating. As for the more important issues, content and presentation, this textbook leaves much to be desired. It is riddled with typos, which is frustrating, but even more worrisome is the presence of serious bias. The textbook uses point/counter point articles to discuss issues like the benefits/detriments of globalization. Unfortunately, many of these are designed with one point being populated exclusively with 'straw man' arguments. This thread of misrepresenting complex issues arises outside of flawed pseudo-debates as well. Much better alternatives are available.

This book is a very interesting read if you have the time. I'm doing an international business course at university and if you take in to consideration a lot of what they say and apply it it can be a very useful tool. Some of their points are debatable but it's the same with every text book. The point counterpoint sections do a brilliant job of giving both sides of a lot of interesting topics.

This was a required textbook for an international business management class which I never opened after the class started. I'm still kind of upset with the professor for making us buy it. The book is really extremely dry so I'd never read it just for leisure.

The book was almost as good as new and was priced fairly. It was well worth the purchase even though I never opened it once, but it'll look nice on my bookshelf with all my unused college textbooks. :)

I use this for my course in MBA and I like it. Seller has sent me on time. I was suppose to use new edition but this one is almost same as new one.

I think this product definitely lived up to and exceeded its expectations and was exactly what I was looking to buy!

Don't know why these are so cheap compared to other textbooks at SJSU but take advantage of it if you want the book.

I bought this book for a class and it has a lot of useful information. However, since this is not the only class i am taking and since sometimes i have mutltiple chapters to complete in a week, the chapters feel overwhelming and too much to read. Buyers be ready that this is a big heavy book. Don't get me wrong, reading is one of my favorite hobbies, but trying to combine this book's reading with many other tasks is quite difficult. Still, the authors do a good job in having current global situations being illustrated and including interesting facts student can learn from.

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