

Text Hill Global Business Today Blue Planet X

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overview charles hill s global business today 7e has become the most widely used text in the international business market hill explains that he attempted to write a book that 1 is comprehensive and up to date 2 it goes beyond an uncritical presentation and shallow explanation of the body of knowledge 3 it maintains a tight integrated flow between chapters 4 it focuses on managerial implications 5 it makes important theories accessible and interesting to students and 6 it incorporates ancillary resources that enliven the text and make it easier to teach our research has shown that students and instructors alike enjoy the interesting informative and accessible writing style of gbt so much so that the writing has become charles hill s trademark the author s passion and enthusiasm for the international business arena is apparent on every page in addition to boxed material which provides deep illustrations in every chapter hill carefully weaves interesting anecdotes into the narrative of the text to engage the reader for example read the text description of mixed economy on pages 52 53

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every page as he strives to make important theories interesting informative and accessible to all students

global business today has been developed specifically to meet the needs of international students of business written in a refreshing informative and accessible style it has become the most widely used text in the international business market with its comprehensive and up to date contents focus on managerial implications and application of international business concepts and incorporation of ancillary resources that enliven the text and make it easier to teach in addition to boxed material which provides insightful illustrations in every chapter interesting anecdotes have been carefully weaved into the narrative of the text to engage the reader enhancements to the global edition include new country focus boxes that provide background on the political economic social or cultural aspects of countries grappling with an international business issue to help raise students awareness of how national and geographic differences affect the conduct of international business such as corruption in the philippines and the export processing zone authority of pakistan new management focus boxes that provide lively illustrations of the relevance of chapter material for the practice of international business including patenting basmati rice and expatriate managers new perspective boxes that provide additional context for chapter topics such as market economy in china australian smes embrace the chinese currency and global variations in ownership structure

mcfarlin and sweeney provide students with an accessible application oriented approach to international management focusing on key challenges including motivation leadership and communication across cultural boundaries the book gives students a global perspective on the process of hiring training and developing employees as well as strategic decision making in relation to foreign markets questions case studies examples of creative problem solving and testimonials from real world managers operating in the international arena are just a few of the tactics mcfarlin and sweeney use to help students begin to think about applied theory on a global level all chapters have been updated with recent articles from leading business sources and academic journals and new case studies have been incorporated

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