



Introduction to Global Business: Understanding the International Environment & Global Business Functions

Julian Gaspar, James Kolari, Richard Hise, Leonard Bierman, L. Murphy Smith

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The global business environment is rapidly changing due to shifts in geopolitical alliances, active support of international institutions in promoting market-oriented economic reforms, and advances in the development and use of information technology. INTRODUCTION TO GLOBAL BUSINESS, 2e addresses these challenges by providing a comprehensive analysis of the global business environment and lays the foundation for the functional tools used to better prepare students for a global business landscape. The text flows smoothly and clearly from concept to application, asking your students to apply their learning to 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 business environment -- culture, ethics, economics, and information technology. Ensure that your students understand the procedures and concepts they need to know with MindTap for INTRODUCTION TO GLOBAL BUSINESS. MindTap™, an online course management and learning system, combines the best of current technology to save time in planning and managing your course and assignments.



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