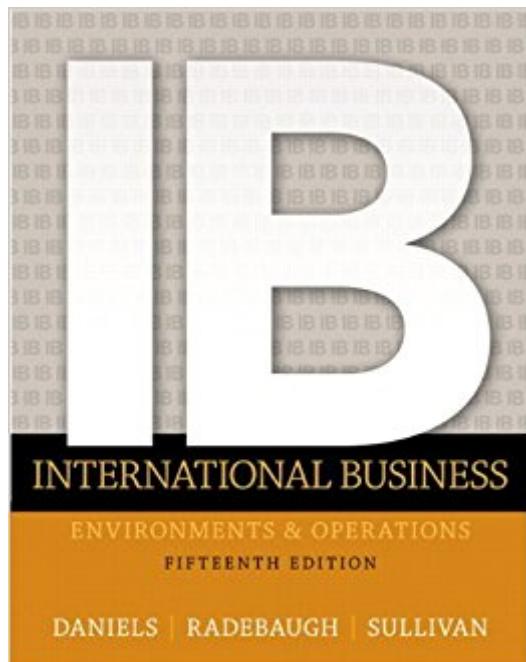


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# International Business (15th Edition)



## Synopsis

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MyManagementLab is not a self-paced technology and should only be purchased when required by an instructor. 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 exams resulting in better performance in the course 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 experience for you and your students. Here'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.

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Hardcover: 896 pages

Publisher: Pearson; 15 edition (January 19, 2014)

Language: English

ISBN-10: 0133457230

ISBN-13: 978-0133457230

Product Dimensions: 8.8 x 1.6 x 10.8 inches

Shipping Weight: 4 pounds

Average Customer Review: 4.1 out of 5 stars 62 customer reviews

Best Sellers Rank: #10,655 in Books (See Top 100 in Books) #23 in Books > Textbooks > Business & Finance > International Business #34 in Books > Textbooks > Business & Finance > Finance #52 in Books > Business & Money > International

## Customer Reviews

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This purchase was for a requirement for my college course. It is certainty not a favorite subject of mine but I did gain a lot of knowledge in the course. The book is structured in a very logical way and is well written. I personally find the topic a bit dry but the writers make it easy to digest.

Exactly as required for class

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 mutliple 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.

This book was rough to read as far as textbooks go. It seemed like the author put their own opinion in at some times.

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.

Very well written college textbook, with relevant examples.

Book is in perfect condition!

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