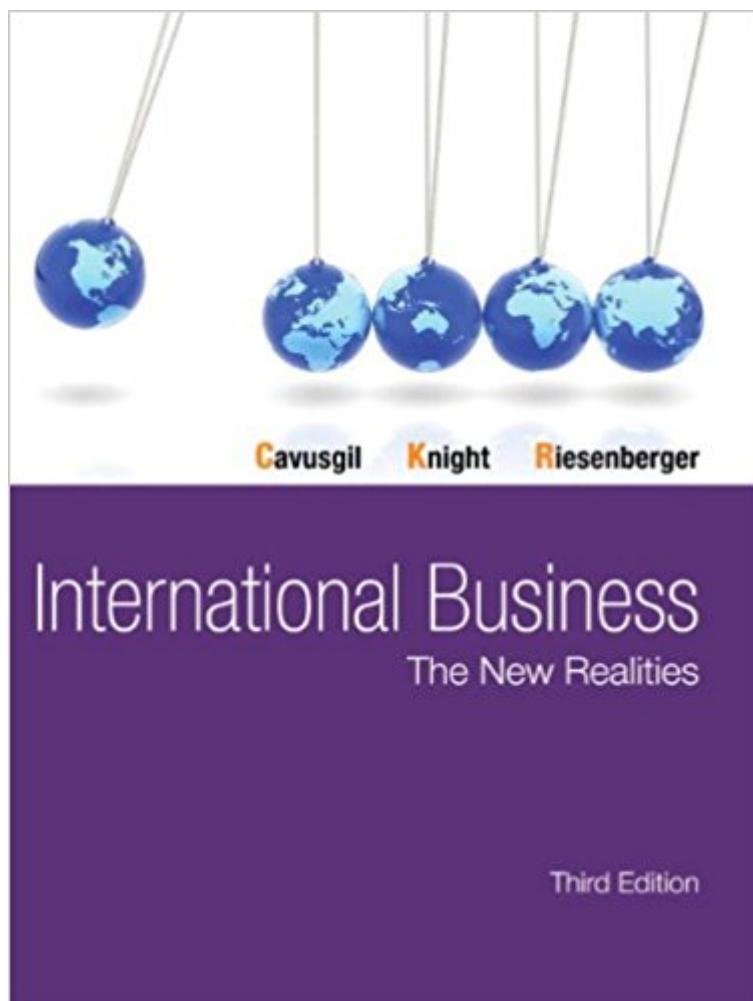


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# International Business: The New Realities (3rd Edition)



## Synopsis

An innovative text that captures the spirit of International Business. Based on the authors' collective teaching and working experience as well as discussions with hundreds of practitioners, students, and faculty, International Business: The New Realities is a complete system that seamlessly integrates cases, exercises, and videos. The Third Edition has been completely revised and continues to reflect the new realities of today's international business environment for tomorrow's managers.

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## Book Information

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## Customer Reviews

S. Tamer Cavusgil is Fuller E. Callaway Professorial Chair and Executive Director, CIBER, Georgia State University, Atlanta, GA. Tamer specializes in the internationalization of the firm, global strategy, emerging markets, and buyer-seller relationships in cross-border business. Tamer's professional career spans teaching, research and administrative responsibilities in international business at Michigan State University, Bradley University, University of Wisconsin, and the Middle East Technical University (Turkey). Tamer has authored more than a dozen books and over 190 refereed journal articles. His work is among the most cited contributions in international business. His books include "International Business: The New Realities", 2nd Ed., co-authored with G. Knight

and J. Riesenberger. Tamer holds MBA and Ph.D. degrees in business from the University of Wisconsin. Contract photographer for Newsweek, concerned primarily with human rights and issues of crime and justice. Published EVIDENCE: THE CASE AGAINST MILOSEVIC with de.MO in 2002.

This book offers a great interview of the pros and cons of doing International Business. The USA is only 5% of the world's population so it is important to know how to break down the challenges of doing business world wide. This book offers a good beginners overview of why you should do this and points you in the right direction to get started.

Ok

Served its purpose for my class

I like the book, and the fact that it was in a sturdy binder for easy flip of the page.

great

Excellent option to the U.S. version.

came on time and is a great book

This text covers more topics and in a shorter time than other IB texts. Some of the heuristic mechanisms could be stronger. Note: The text sent was an instructor's copy, which is illegal.

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