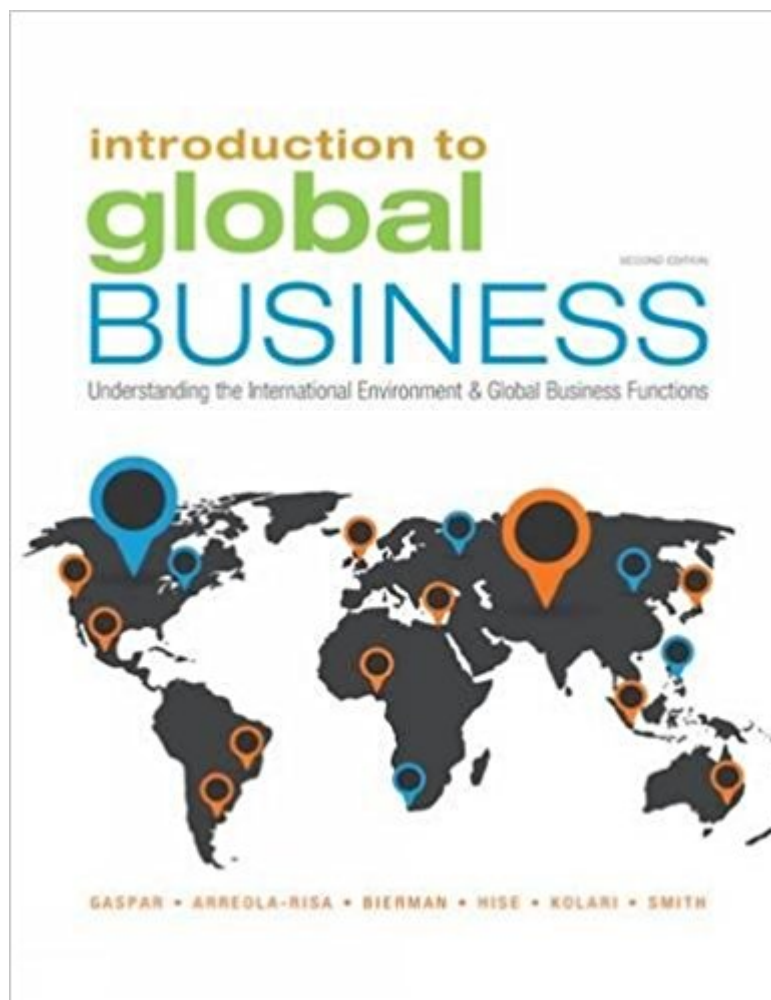




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# Introduction To Global Business: Understanding The International Environment & Global Business Functions



## Synopsis

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.

## Book Information

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## Customer Reviews

Dr. Julian Gaspar is the director of Texas A&M University's Center for International Business Education and Research (CIBER) and is responsible for internationalizing Mays Business School's academic programs and faculty research. As the director of one of America's 17 CIBER business schools, Dr. Gaspar's mission is to infuse and promote internationalization in business courses. He is the architect of institutionalizing internationalization in Mays business curriculum through

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Professor Emeritus of Marketing, Texas A&M University, where his teaching and research interests are international marketing, product planning and development, management of technology, marketing strategy, and logistics/supply chain. His articles have appeared in the Journal of Marketing, Journal of Global Marketing, Sloan MIT Management Review, Business Horizons, Journal of Product Innovation Management, Research-Technology Management, Industrial Marketing Management, Journal of the Academy of Marketing Science, and Marketing Management. He has authored or co-authored eight marketing or business textbooks. A consultant to major companies such as Hotel Sofitel, Lockheed Martin, Mary Kay Cosmetics, Harley Davidson, and Fleetwood Enterprises, he has given executive development programs for Hoffman-LaRoche, Halliburton, Amoco, and the Kuwait Institute of Banking Studies. Dr. Hise has worked and traveled in England, France, Monaco, Italy, Switzerland, Belgium, Netherlands, Germany, and Liechtenstein as leader/instructor of study abroad courses. He taught seminars in Ecuador and Kuwait and semester-length courses at the Universidad de las Americas, Puebla, Mexico, and the Grande Ecole, Tours, France. His biography is included in Who's Who in America, Who's Who in International Business Education and Research, and Who's Who in Finance and Business. He has a BA from Gettysburg College (major in economics, minors in business, political science, and Spanish) and MBA and DBA degrees from the University of Maryland. Professor Bierman does research and writing in the areas of strategic management and human resource management, with particular emphasis on topics related to corporate governance and professional service firms. Earlier in his career he held positions in the federal government at the EEOC, the U.S. Department of Labor and the U.S. International Trade Commission. Dr. L. Murphy Smith, CPA, is the David and Ashley Dill Distinguished Professor of Accounting at Murray State University. Dr. Smith's academic record includes numerous professional journal articles, research grants, books, and professional meeting presentations in the U.S. and other countries. His work has been cited in various news media, including National Public Radio, Fortune, USA Today, and The Wall Street Journal. He has received numerous teaching and research awards, including the Outstanding Researcher Award from the American Accounting Association Strategic and Emerging Technologies Section, the KPMG Outstanding Published Manuscript Award from the American Accounting Association Gender Issues and Work-Life Balance Section, the Distinguished Research Award from Allied Academies, and the Outstanding Educator Award from the Texas Society of CPAs. He ranks in the top 1% of authors on Social Sciences Research Network (SSRN.com) by downloaded articles. During his career, he has held a number of leadership positions in academic and professional organizations e.g. President of the American Accounting Association Gender Issues and Work-Life Balance

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