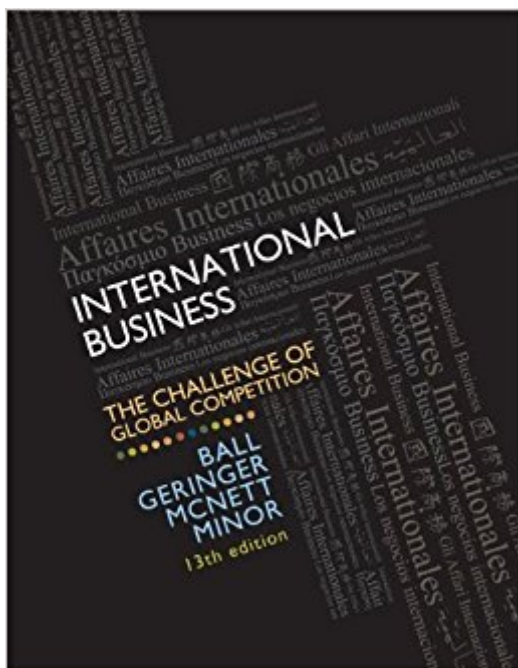


The book was found

International Business: The Challenge Of Global Competition, 13th Edition



Synopsis

International Business: The Challenge of Global Competition 13e by Ball, Geringer, McNett, and Minor continues to be the most current, objective and thorough treatment of international business available for students. Enriched with colorful maps, photos, and the most up-to-date world data, this text boasts the collective expertise of four authors with firsthand international business experience, specializing in international management, finance, law, global strategy, and marketing – a claim no other text can make. In addition, each new copy of International Business

Book Information

Hardcover: 536 pages

Publisher: McGraw-Hill Education; 13th edition (January 17, 2012)

Language: English

ISBN-10: 0077606124

ISBN-13: 978-0077606121

Product Dimensions: 8.6 x 1 x 11.5 inches

Shipping Weight: 3.1 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars – See all reviews (51 customer reviews)

Best Sellers Rank: #36,437 in Books (See Top 100 in Books) #27 in Books > Textbooks >

Business & Finance > International Business #117 in Books > Business & Money > International

Customer Reviews

As far as a textbook is concerned, this is not a bad choice. The examples are current, and the case studies are interesting, such as its discussion on terrorism and how that affects global business. Keywords are highlighted in text and also listed in the margins. My only complaint is that sometimes it feels like it reads like a novel instead of a textbook. The font is somewhat small, and the spacing is close, so on pages where there is no graphics, it feels like dense reading.

Received this when I was in school. rent is probably the best place to get the books you need. Grant it they do not have all the books you will need but most of them they will. I was even able to find some that my instructors said that I may have an issue finding. rent saved me a ton of money and I recommend it for any and everyone in school. If you are going to be a little late on your return they can extend your rental for a low fee without having to buy the book at full cost returning the books are easy as well. This in itself should inspire folks to get out there and get their degree.

This is probably one of the best textbooks I have used. The book is well-written and easy to follow. There are a lot of current examples used to illustrate the points made. Each chapter ends with a short bio of a student or professional who works in an international position. The only negative is that all of the persons interviewed graduated from the same university. There are also a host of websites and resources listed at the end of each chapter. I rented this book and seriously considered purchasing it at the end of the semester. It's that good.

I digitally rented this book for a course in an MBA program that I am enrolled in. From a content stand point, the book was relevant and had up to date examples. The issues I had with the content was that the chapters seemed to lack focus. While a chapter might be on a topic, like International Competitiveness or Sociocultural Forces, the authors did not seem to have good flow, with the explanations being sparse and then topics changing without seeming to flow and reinforce one another. I found it very difficult to read at times and found myself reading it out loud just to keep myself from nodding off at times. The theories and information was valuable and that is the only reason I give it 3 stars. If I were to rate this book based on the layout of the digital version, I would give it two stars. Here is the reason why. The layout follows exactly the layout as found in the hard copy. Why is that a problem? My Kindle doesn't have a large screen. Every page I read I had to zoom in on text and move it around to read foot notes, and generally reading it on my Kindle took a fair amount of time to zoom and adjust to the sections I wanted to read and then when I moved to the next page I would need to zoom all over again. If I had to go back to the previous, or another page, once again I had to zoom in to read the text I was finding. It was just too much work. Even on the kindle for PC I still found myself having to adjust for almost every page. It was tedious and I would have much rather had a hard copy. I would go so far as warning people that unless you have a device with a very good resolution and adequate size, avoid the digital version of this book.

I have a high school student that is taking a class at a community college. The book was very expensive however as renting is an option I am very grateful. The book came on time as promised. I hope to use this option in the spring.

This book is one of the most interesting textbooks I ever had. Very practical, with a lot of real-life examples.

The book is well organized and the structure is easy to follow. The authors' highlight subject matter

that is often not included in international business considerations and therefore it brings a layer of perspective that many other international business guides do not. Excellent textbook.

Textbook reads well and is organized nicely covering the international topics in good detail. The content has been updated to keep it current and relevant to today's global state.

[Download to continue reading...](#)

International Business: The Challenge of Global Competition, 13th Edition Competition and Stability in Banking: The Role of Regulation and Competition Policy Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Entity-Relationship Approach - ER '94. Business Modelling and Re-Engineering: 13th International Conference on the Entity-Relationship Approach, ... (Lecture Notes in Computer Science) The Greatest Dot-to-Dot Super Challenge Book 6 (Greatest Dot to Dot! Super Challenge!) Paleo: 30 Day Paleo Challenge: Unlock The Secret To Health And Dramatic Weight Loss With The Paleo Diet 30 Day Challenge; Complete 30 Day Paleo Cookbook with Photos Competing Against Time : How Time-based Competition is Reshaping Global Markets Competing Against Time: How Time-Based Competition is Reshaping Global Mar The International Organization for Standardization (ISO): Global Governance through Voluntary Consensus (Global Institutions) Database and Expert Systems Applications: 13th International Conference, DEXA 2002, Aix-en-Provence, France, September 2-6, 2002. Proceedings (Lecture Notes in Computer Science) Safe and Secure Software Reuse: 13th International Conference on Software Reuse, ICSR 2013, Pisa, Italy, June 18-20, 2013, Proceedings (Lecture Notes in Computer Science) 2012 International Plumbing Code (Includes International Private Sewage Disposal Code) (International Code Council Series) Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - Business Communication Today (13th Edition) Multinational Business Finance (13th Edition) (Pearson Series in Finance) Basic Business Statistics (13th Edition) College Mathematics for Business, Economics, Life Sciences, and Social Sciences (13th Edition) Business Mathematics (13th Edition) Rethinking the Future: Rethinking Business Principles, Competition, Control and Complexity, Leadership, Markets and the World

Contact Us

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)