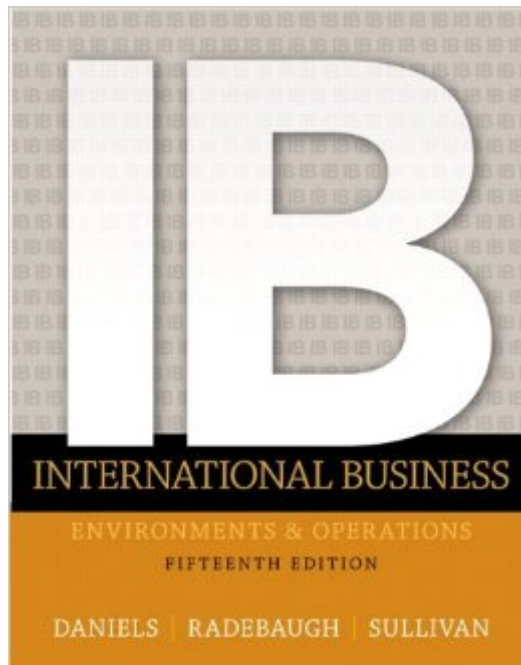


The book was found

International Business (15th Edition)



Synopsis

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. **Note:** You are purchasing a standalone product; MyManagementLab does not come packaged with this content. If you would like to purchase both the physical text and MyManagementLab search for ISBN-10:

0133768740/ISBN-13: 9780133768749. That package includes ISBN-10: 0133457230/ISBN-13: 9780133457230 and ISBN-10: 0133486621/ISBN-13: 9780133486629. **• MyManagementLab is**

not a self-paced technology and should only be purchased when required by an instructor.

Book Information

Hardcover: 896 pages

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

Language: English

ISBN-10: 0133457230

ISBN-13: 978-0133457230

Product Dimensions: 8.8 x 1.3 x 10.9 inches

Shipping Weight: 4 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars **• See all reviews** (52 customer reviews)

Best Sellers Rank: #26,014 in Books (See Top 100 in Books) #23 in Books > Textbooks > Business & Finance > International Business #38 in Books > Textbooks > Business & Finance > Finance #84 in Books > Business & Money > International

Customer Reviews

The author (or perhaps publisher) have limited the kindle edition licenses to only 2 devices. I like to be able to view e-textbooks on my phone, tablet and laptop so that I can more easily complete readings and assignments on the go, so having to pick 2 of these 3 was aggravating. As for the more important issues, content and presentation, this textbook leaves much to be desired. It is riddled with typos, which is frustrating, but even more worrisome is the presence of serious bias. The textbook uses point/counter point articles to discuss issues like the benefits/detriments of globalization. Unfortunately, many of these are designed with one point being populated exclusively with 'straw man' arguments. This thread of misrepresenting complex issues arises outside of flawed pseudo-debates as well. Much better alternatives are available.

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.

This was a required textbook for an international business management class which I never opened after the class started. I'm still kind of upset with the professor for making us buy it. The book is really extremely dry so I'd never read it just for leisure.

The book was almost as good as new and was priced fairly. It was well worth the purchase even though I never opened it once, but it'll look nice on my bookshelf with all my unused college textbooks. :)

I use this for my course in MBA and I like it. Seller has sent me on time. I was suppose to use new edition but this one is almost same as new one.

I think this product definitely lived up to and exceeded its expectations and was exactly what I was looking to buy!

Don't know why these are so cheap compared to other textbooks at SJSU but take advantage of it if you want the book.

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 multiple 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.

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

The Pill Book (15th Edition): New and Revised 15th Edition (Pill Book (Mass Market)) 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) International Business (15th Edition) 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 - 2012 International Plumbing Code (Includes International Private Sewage Disposal Code) (International Code Council Series) International Taxation in America for the Entrepreneur, 2016 Edition: International Taxation for the Business Owner and Foreign Investor Family Pictures, 15th Anniversary Edition / Cuadros de Familia, EdiciÃ³n QuinceaÃ±era The New Social Story Book, Revised and Expanded 15th Anniversary Edition: Over 150 Social Stories that Teach Everyday Social Skills to Children and Adults with Autism and their Peers Cracking the SAT Chemistry Subject Test, 15th Edition (College Test Preparation) Cracking the SAT Biology E/M Subject Test, 15th Edition (College Test Preparation) Cracking the SAT Physics Subject Test, 15th Edition (College Test Preparation) Vital Information and Review Questions for the NCE, CPCE and State Counseling Exams: Special 15th Anniversary Edition Cracking the SAT French Subject Test, 15th Edition (College Test Preparation) Servants of Allah: African Muslims Enslaved in the Americas, 15th Anniversary Edition Conformity and Conflict: Readings in Cultural Anthropology (15th Edition) American Government: Readings and Cases (15th Edition) Delorme Michigan Atlas & Gazetteer 15th Edition Ecology of a Cracker Childhood: 15th Anniversary Edition Grant's Dissector (Tank, Grant's Dissector) 15th edition

