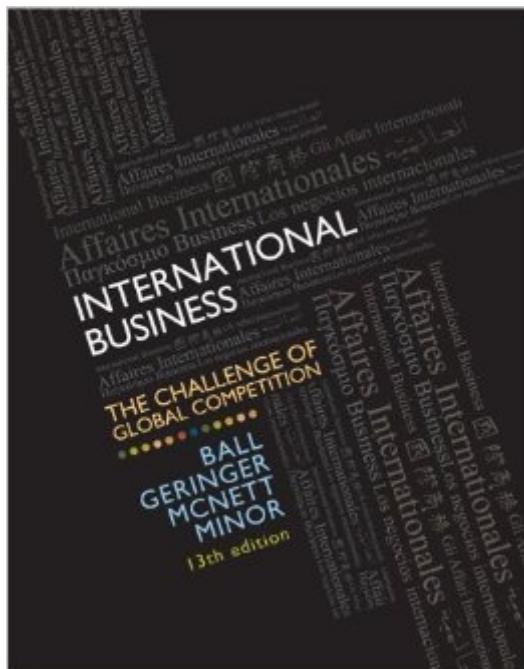


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International Business: The Challenge Of Global Competition, 13th Edition



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

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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.

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