



Global Business Today (Sixth Edition)

By Charles W.L. Hill

McGraw-Hill Education, 2011. Softcover. Condition: New. 5th or later edition. The success of the first five editions of Global Business Today has been based in part upon the incorporation of leading edge research into the text, the use of the up-to-date examples and statistics to illustrate global trends and enterprise strategy, and the discussion of current events within the context of the appropriate theory. TABLE OF CONTENTS: Part One Globalization Chapter 1 Globalization Part Two Country Differences Chapter 2 National Differences in Political Economy Chapter 3 National Differences in Culture Chapter 4 Ethics in International Business Part Three Cross-Border Trade and Investment Chapter 5 International Trade Theory Appendix A: International Trade and the Balance of Payments Chapter 6 The Political Economy of International Trade Chapter 7 Foreign Direct Investment Chapter 8 Regional Economic Integration Part Four Global Money System Chapter 9 The Foreign Exchange Market Chapter 10 The International Monetary System Part Five Competing in a Global Marketplace Chapter 11 The Strategy of International Business Chapter 12 Entering Foreign Markets Chapter 13 Exporting, Importing, and Countertrade Chapter 14 Global Production, Outsourcing, and Logistics Chapter 15 Global Marketing and R & D Chapter 16 Global Human Resource Management Printed Pages: 640.



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