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*Basic Marketing Research* Routledge  
Why is BASIC MARKETING RESEARCH the best-selling marketing textbook? Because it's written to your perspective as a student. Authors Churchill and Brown know that for a marketing textbook to be effective, students have to be able to understand it. And they've achieved that time and again. This edition is packed with the features that made it a best-seller in the first place, from study tools to updated content to an easy-to-read writing style. Plus, in this volume you'll learn more about how experts gather data and how to use it yourself to turn greater profits.

*International Business* Homewood, IL : Irwin  
This is an ideal foundation text for anyone studying or working in the International Human Resource Management (IHRM) arena. This text utilizes and incorporates most of what is currently known, researched or experienced in the field. It features data and examples from academic research, international businesses and consulting firms, as well as experiences of and interviews with HRM managers in multinational and global firms. This book offers both a theoretical and practical treatment of this important and constantly evolving area. Thoroughly updated and revised, this second edition now includes key terms, learning objectives, discussion questions and an end-of-book integrative case. It has been designed to lead readers through all of the key topics in a highly engaging and approachable way. This book focuses on IHRM within multi-national enterprises (MNEs) and covers topics including: \* MNE and country culture \* organizational structure, strategy and design \* international joint ventures and cross-border mergers and acquisitions \* labour standards, ethics and codes of conduct \* selection and mangement of international assignees \* training and management development \* compensation and benefits \* health and safety and crisis management \* IHRM departments and professionals Uncovering precisely why IHRM is important for success in international business and how IHRM policies and practices function within the multinational enterprise, this outstanding textbook provides an essential foundation for an understanding of the theory and practice of IHRM. This book is essential reading for all students, lecturers and IHRM professionals.  
*Introduction and Essentials Psychology* Press  
*International Business*

**The Global Business Environment** Macmillan Higher Education  
In its 5th edition *International Marketing* guides students to understand the importance of international marketing for companies of every size and how going international can enhance value and growth. It provides a solid understanding of the key principles and practices of international marketing. The text has been thoroughly updated to reflect the most recent developments in the current business environment and encourages students to critically engage with the content within the context of modern life. Key Features: - A new chapter dedicated to Digital and Social Media Marketing - Fully updated pedagogy, including 'Going International' vignettes and End of Chapter questions - Brand new examples and case studies from global and innovative companies including Red Bull, Gillette and Audi - Now includes Interactive activities, Testbank questions and Quizzes available on Connect® *International Marketing* is available with McGraw Hill's Connect®, the online learning platform that features resources to help faculty and institutions improve student outcomes and course delivery efficiency. "International Marketing continues to be an essential subject in any business or management degree. Ghauri and Cateora's book, now in its fifth edition, provides a most up-to-date and authentic evolution of the subject." George S. Yip, Emeritus Professor of Marketing and Strategy, Imperial College Business School. Professor Pervez Ghauri teaches International Business at Birmingham Business School. He is Founding Editor for *International Business Review* (IBR) and Consulting Editor for *Journal of International Business Studies* (JIBS). Philip R. Cateora is Professor Emeritus at the University of Colorado. His teaching spanned a range of courses in marketing and international business from fundamentals through to doctoral level.

*International Dimensions of Organizational Behavior* Harcourt College Pub  
For upper-level undergraduate and MBA students enrolled in an international business law course. August, 5e emphasizes the diversity and similarity of how firms are currently regulated and governed around the world.

*International Business Transactions* MacMillan Publishing Company  
As the economies of many countries become more interrelated, international managers are facing huge challenges and unique opportunities associated with their roles. Now in its fifth edition,

Sweeney and McFarlin's *International Management* embodies a balanced and integrated approach to the subject, emphasizing the strategic opportunities available to firms on a global playing field, as well as exploring the challenges of managing an international workforce. Integrating theory and practice across all chapter topics, this book helps students to learn, grasp, and apply the underlying principles of successful international management: Understanding the broad context of international business, including the critical trends impacting international management, the legal and political forces driving international business, and the ethical and cultural dilemmas that can arise Mastering the essential elements of effective interaction in the international arena, from cross-cultural understanding and communication to cross-border negotiation Recognizing and taking advantage of strategic opportunities, such as entering and operating in foreign markets Building and leading effective international teams, including personal and behavioral motivation, as well as taking an international perspective on the hiring, training, and development of employees These principles are emphasized in the text with current examples and practical applications, establishing a foundation for students to apply their understanding in the current global business environment. With a companion website featuring an instructor's manual, powerpoint slides, and a testbank, *International Management, 5e* is a superb resource for instructors and students of international management.

**ISE International Accounting** Pearson Higher Ed  
The Sixth Edition of *Transnational Business Problems* combines the best aspects of a conceptual, systemic approach and a problems approach. It provides a sophisticated intellectual framework for understanding the most significant contractual and regulatory issues in international business. At fewer than 600 pages, this compact book is ideal for a one-semester course. One Volume. *Transnational Business Problems* presents the important practical and policy aspects of international transactions in one reasonably-sized volume. Covers Systemic Issues First. *Transnational Business Problems* considers systemic issues first. Four introductory chapters discuss the role of the international lawyer, the resolution of international disputes, the relationship between international and domestic law, the extraterritorial reach of domestic law, and corporate social responsibility. Problems Approach. The introductory chapters are followed by eight problems, each focused on a different kind of transaction: transnational sales, agency and distributorship agreements, licensing, foreign direct investment, mergers and acquisitions, joint ventures, concession agreements, and international debt instruments. Each problem covers both contractual and regulatory issues. Nearly all begin with a sample contract. Sophistication. The book uses primary source materials--draft contracts, statutes, regulations, treaties, cases, and arbitral awards--that allow students, with help from the text, to work through issues in a realistic way. The book goes beyond the nuts and bolts of transactions to encourage consideration of broader policy issues: from the liability of corporations for human rights violations to restrictions on foreign investment; from the compulsory licensing of HIV drugs to the restructuring of sovereign debt. Geographical Diversity. *Transnational Business Problems* reflects the geographical diversity of business today. The problems focus on China, the European Union, the Andean Community, Mexico, and Brazil. Materials from other parts of the world are included in the introductory chapters. Intellectual Heritage. *Transnational Business Problems* grows out of a rich intellectual heritage that began with Milton Katz and Kingman Brewster's *International Transactions* and evolved into Henry Steiner and Detlev Vagts's *Transnational Legal Problems*. The book views transnational business problems as a particular species of transnational legal problem that both generates and is influenced by transnational legal process. Fully Updated. The Sixth Edition of *Transnational Business Problems* is fully updated to account for developments through the start of 2019. The introductory chapters and many of the problems have been substantially revised. Every year between editions the authors provide an update in memo form that teachers can distribute as a supplement to their classes.

**Managing People in a Multinational Context** Pearson Education India  
Prepare future managers to face the differences in business communication across cultures. With the globalization of the world economy, it is imperative for current and future managers to be sensitive to the differences they will encounter in intercultural communication. To help make readers aware of these differences, *Intercultural Business Communication* contains practical guidelines and information on how to conduct negotiations across countries, write business letters in different

societies, and includes the general "dos" and "don'ts" in international business. The fifth edition contains new cases, updated examples, and information from ten newly published books and journal articles.

**International Business** Pearson UK  
As business and capital markets have continue to grow more global over recent years, the need for cross-border financial information has correspondingly increased. This has brought international accounting to the forefront. *International Accounting: A User Perspective* is designed to provide an understanding of international accounting issues to current and future business managers. The book takes a user perspective to international financial reporting because most business executives are more likely to be users of financial information that crosses national borders than users of it. With the recent problems exposed in the quality of financial reporting in many countries, a solid understanding of international accounting issues is an important part of the portfolio of skills that managers in medium and large enterprises must possess.

*Foundations of Business* Routledge  
For courses in international business. *International Business: The New Realities* caters to a post-millennial student audience, the most diverse and educated generation to date. The book connects to students of the technological age, facing a diverse and evolving economic environment fueled by the internet and multimedia sources. The authors understand and speak to what motivates this group, also known as Generation Z -- their reliance on technology, their drive towards achievement and helping their communities, and their desire to obtain skills they can apply towards meaningful jobs. By addressing their interests and issues such as the competitive job market and challenges faced by advanced economies, the text engages students in the material and preps them for successful careers in international business. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you will receive via email the code and instructions on how to access this product. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

*International Trade* Routledge  
This book emphasizes the practical application and theory of international business law with supplementary cases and readings. Multinational and multicultural in perspective, this book includes cases and opinions from more than 25 different countries and examines international organizations and treaties that have an impact on business. Responsibilities of States for the Treatment of Aliens and Foreign Businesses. Dispute Settlement. The Multinational Enterprise. Foreign Investment. Money and Banking. Trade in Goods. Services and Labor. Intellectual Property. Sales. Transportation. Financing. Taxation. For anyone who is interested in Congress and state legislatures.

*Managerial Economics* Wiley-Blackwell  
Developed in the classroom by two of the most prominent researchers in the field, Feenstra and Taylor's *International Economics* is a modern textbook for a modern audience, connecting theory to empirical evidence and expanding beyond the traditional focus on advanced companies to cover emerging markets and developing economies. *International Trade* is a split volume from the text, covering: • Offshoring of goods and services (Chapter 6) • Tariffs and quotas under imperfect competition (Chapter 9) • International agreements on trade, labor, and the environment (Chapter 11) As well as core topics: • The Ricardian model (Chapter 2) • The specific-factors model (Chapter 3) • The Heckscher-Ohlin model (Chapter 4) • Trade with increasing returns to scale and imperfect competition (Chapter 6) • Import tariffs and quotas under perfect competition (Chapter 8) • Export subsidies (Chapter 10)

*Consumer Behaviour* Prentice Hall  
Strategic, comprehensive, and concise, the fifth edition of this popular textbook introduces students to the important concepts of global marketing today, and their managerial implications. Increasingly, marketing activities must be integrated at a global level. Yet, the enduring influence of culture requires marketers to adapt local strategies in light of cultural differences. *Global Marketing* takes a strategic approach, recognizing the need to address both the forces of globalization and those of localization. Key updates include: Extensive real-life examples and cases from developed and emerging markets, including Africa, Latin America, and the Middle East; New topics such as digital distribution options, the participation of customers, and the rise of social media, including Twitter, Facebook, and TikTok; Updated exploration of often overlooked topics, such as China's state-owned enterprises, the importance of diasporas as target markets, the threat of transnational criminal organizations to legitimate marketers, and new tensions among trading partners; A stronger recognition of the need for a growth mindset, value orientation, and innovation. Written in a student-friendly style, this fully updated new edition continues to be the textbook of choice for students of global marketing.  
**Theory and Practice** Englewood Cliffs, N.J. : Prentice-Hall  
For International Business courses This title is a Pearson Global Edition. The Editorial team at Pearson has worked closely with

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educators around the world to include content which is especially relevant to students outside the United States. Successfully prepare students for the international marketplace. International Business illustrates how successful managers must function in a competitive world. Packed with current examples that reflect the vibrancy of the international business field, this student-friendly text offers a managerial approach that keeps an emphasis on skills development, emerging markets and geographical literacy. The sixth edition of this internationally popular text contains all the same core concepts while incorporating new and current topic coverage.

*A Managerial Perspective* S. Chand Publishing

Mike Peng and Klaus Meyer have direct, first-hand, experience of researching and teaching in Europe, Asia and North America. This combined experience makes them uniquely qualified to write this textbook, which offers a comprehensive and accessible introduction to international business that starts from Europe but ultimately encompasses the globe. The text's comprehensive coverage is accessibly arranged around one central question and two core perspectives. The central question is what determines the success and failure of firms around the globe? Institutional and resource-based perspectives are utilised to answer this question. Throughout the text the very latest scholarly research is used to facilitate successful learning of the key concepts, in order to engage students with the historical context and recent global developments. International Business has been shortlisted for the 2011/12 CMI Management Book of the Year award in the ebook category. More information about the CMI and the competition can be found here <http://yearbook.managers.org.uk/index5.htm>.

**International Business** Routledge

Unlike many other books in the field that simply compare managers working at home in their various cultures, this book describes the approaches of successful managers in interacting with people from a wide range of cultures, including Asia, Africa, Eastern and Western Europe, the Middle East and more.

*International Management* Prentice Hall

The ICC Guide to Export/Import is all you need in order to succeed in international markets. This easy-to-understand introduction to international trade is at the same time a detailed handbook for the experienced practitioner. Completely updated, the fourth edition of this much acclaimed volume contains an extended analysis of new rules and regulations including ICC's Incoterms® 2010, URDG and others as well as crucial topics like online documentation and e-commerce, customs and intellectual property.

**International Business, Global Edition** Pearson UK

This comprehensive overview of international business is divided into various business functions, making it clear and easy to understand. In every chapter "Culture Quest Insights" into culture, geography, and business lead readers to a multi-media experience of a certain country or region that provides useful information on the impact of culture on business. Cases specific to each region or country add to the total reading experience. Topics covered include: the world's marketplaces, the international environment, managing international business and business operations. For CEOs, managers, and other executives who need to understand the cultural mores of the global societies with which they do business.

ICC Guide to Export-import South-Western Pub

Gain a solid understanding of business today and what it takes to become a better employee, more informed consumer, and even a successful business owner with the best-selling FOUNDATIONS OF BUSINESS, 5E. This up-to-date, comprehensive survey of business highlights forms of business ownership, management and organization, human resources management, marketing, social media and e-business, information systems, accounting, and finance. Core topics and special features examine ethics and social responsibility, small business and entrepreneurship, and global issues, while new coverage addresses cutting-edge topics, such as the impact of social media in business, the economic recovery and remaining economic issues, international business, green and socially responsible business, and sustainability. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

*Global Edition* Pearson Australia

This text focuses on key macro and micro issues in international business and is designed to satisfy the demands for a first course in international business at either the undergraduate or graduate levels. Well developed case studies examine actual multinational companies and illustrate important concepts. Each chapter contains an introduction and summary to provide students with a thorough perspective.