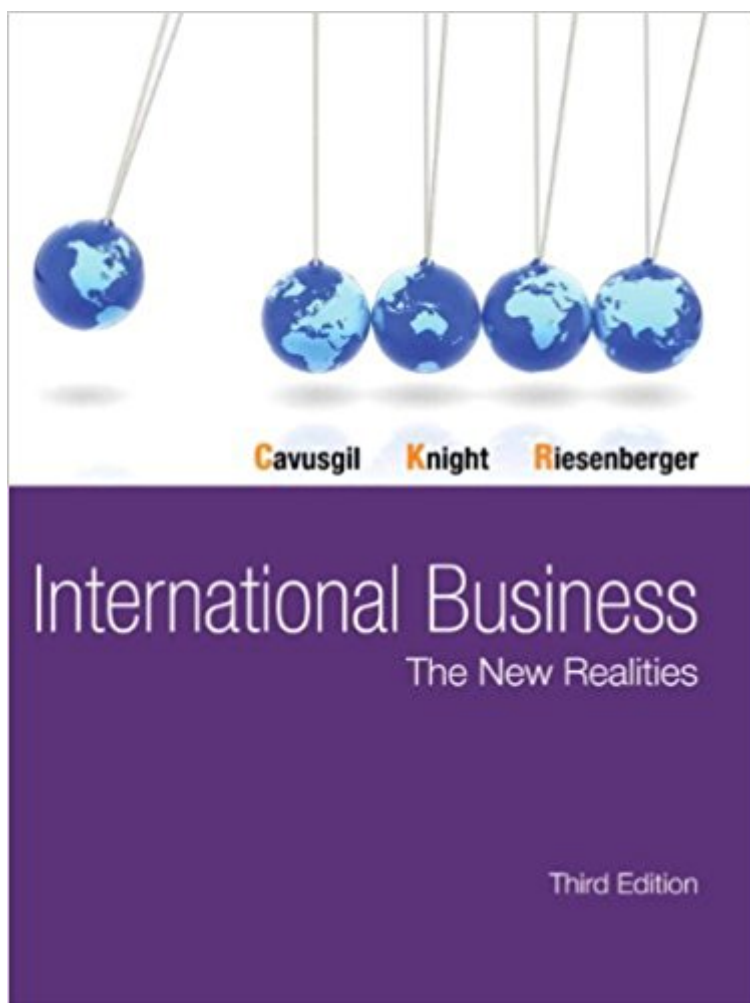


The book was found

International Business: The New Realities (3rd Edition)



Synopsis

An innovative text that captures the spirit of International Business. Based on the authors' collective teaching and working experience as well as discussions with hundreds of practitioners, students, and faculty International Business: The New Realities is a complete system that seamlessly integrates cases, exercises, and videos. The Third Edition has been completely revised and continues to reflect the new realities of today's international business environment for tomorrow's managers. 0133254208 / 9780133254204 International Business Plus MyIBLab with Pearson eText -- Access Card Package Package consists of 0132991268 / 9780132991261 International Business 0132993961 / 9780132993968 NEW MyManagementLab with Pearson eText -- Access Code -- for International Business

Book Information

Hardcover: 624 pages

Publisher: Pearson; 3 edition (January 12, 2013)

Language: English

ISBN-10: 0132991268

ISBN-13: 978-0132991261

Product Dimensions: 8.5 x 1.2 x 11 inches

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

Average Customer Review: 3.4 out of 5 stars 17 customer reviews

Best Sellers Rank: #22,013 in Books (See Top 100 in Books) #40 in Books > Textbooks > Business & Finance > International Business #89 in Books > Business & Money > International

Customer Reviews

S. Tamer Cavusgil is Fuller E. Callaway Professorial Chair and Executive Director, CIBER, Georgia State University, Atlanta, GA. Tamer specializes in the internationalization of the firm, global strategy, emerging markets, and buyer-seller relationships in cross-border business. Tamer's professional career spans teaching, research and administrative responsibilities in international business at Michigan State University, Bradley University, University of Wisconsin, and the Middle East Technical University (Turkey). Tamer has authored more than a dozen books and over 190 refereed journal articles. His work is among the most cited contributions in international business. His books include "International Business: The New Realities", 2nd Ed., co-authored with G. Knight

and J. Riesenberger. Tamer holds MBA and Ph.D. degrees in business from the University of Wisconsin. Contract photographer for Newsweek, concerned primarily with human rights and issues of crime and justice. Published EVIDENCE: THE CASE AGAINST MILOSOVIC with de.MO in 2002.

This book offers a great interview of the pros and cons of doing International Business. The USA is only 5% of the world's population so it is important to know how to break down the challenges of doing business world wide. This book offers a good beginners overview of why you should do this and points you in the right direction to get started.

Ok

Served its purpose for my class

I like the book, and the fact that it was in a sturdy binder for easy flip of the page.

great

Excellent option to the U.S. version.

came ontime and is a great book

This text covers more topics and in a shorter time than other IB texts. Some of the heuristic mechanisms could be stronger. Note: The text sent was an instructor's copy, which is illegal.

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

International Business: The New Realities (3rd Edition) International Business: The New Realities (4th Edition) Queen Bees and Wannabes, 3rd Edition: Helping Your Daughter Survive Cliques, Gossip, Boys, and the New Realities of Girl World Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) NoNonsense International Development: Illusions and Realities Business Turnaround Blueprint: Take Back Control of Your Business and Turnaround Any Area of Poor Performance (A Business Book for the Hard-Working Business Owner) Global Private Banking and Wealth Management: The

New Realities The Court and the World: American Law and the New Global Realities Queen Bees and Wannabes: Helping Your Daughter Survive Cliques, Gossip, Boyfriends, and the New Realities of Girl World International Taxation in America for the Entrepreneur, 2013 Edition: International Taxation for the Business Owner and Foreign Investor Fundamentals of International Business (3rd Edition) Interpretation of the Great Qur'an: Volume 3 (Lights of Descending & Realities of Meaning) (Arabic Edition) Myths and Realities, Second Edition: Best Practices for English Language Learners 2012 International Plumbing Code (Includes International Private Sewage Disposal Code) (International Code Council Series) The Formation and Identification of Rules of Customary International Law in International Investment Law (Cambridge Studies in International and Comparative Law) Transfer Pricing Arms Length Principle International Tax Law (Series on International Taxation) (Series in International Taxation) International Business Law and Its Environment, Eighth Edition (South-Western Legal Studies in Business Academic Series) International Taxation in America for the Entrepreneur for the International Taxation for the Business Owner and Foreign Investor: Updated May 2017 At the Mind's Limits: Contemplations by a Survivor on Auschwitz and its Realities

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)