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Charles Hill's Global Business Today, 8e has become the most widely used text in the International Business market because its: Current—it is comprehensive and up-to-date. Application Rich—it goes beyond an uncritical presentation and shallow explanation of the body of knowledge. Relevant—it focuses on managerial implications. Integrated—it maintains a tight, integrated flow between chapters, and incorporates ancillary resources that enliven the text and making it easier to teach. Our research has shown that students and instructors alike enjoy the interesting, informative, and accessible writing style of GBT – so much so that the writing has become Charles Hill's trademark. The author's passion and enthusiasm for the international business arena is apparent on every page. In addition to boxed material which provides deep illustrations in every chapter, Hill carefully weaves interesting anecdotes into the narrative of the text to engage the reader.

Global Business Today is for the undergraduate or MBA level course of International Business where a concise paperback is desired. Global Business Today appeals to instructors looking for an analytical (as opposed to a descriptive) approach to the course. Global Business Today is known for being practical, which is an important point as many instructors who teach this course are often not researchers, but come from the business world. The text is influenced by each of the author's extensive global consulting experience for Fortune 500 companies.

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This book demonstrates how the theories and insights of anthropology have positively influenced the conduct of global business and commerce, providing a foundation for understanding the impact of culture on global business, and global business on culture.

In today's rapid-fire, global economy, insightful business policy and on-target strategy are essential for a corporation's survival. Business globalization, deregulation, mergers, acquisitions, strategic alliances, and international joint ventures—along with the new emphasis placed on shareholders—contribute to feelings of uncertainty throughout the marketplace. Add to that the constantly changing e-commerce environment and staying current with plans and procedures becomes even more crucial. By analyzing corporate functions such as marketing, production, operations, and finance, Business Policy and Strategy: The Art of Competition, Seventh Edition teaches students how to successfully formulate, implement, and evaluate corporate strategy. The textbook reviews basic and alternative strategy policies and provides students with an understanding of strategic management—how to deal with environmental change and formulate strategic alternatives. Expertly blending theory with practicality, the authors provide the tools necessary to navigate through the current highly competitive business environment.

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