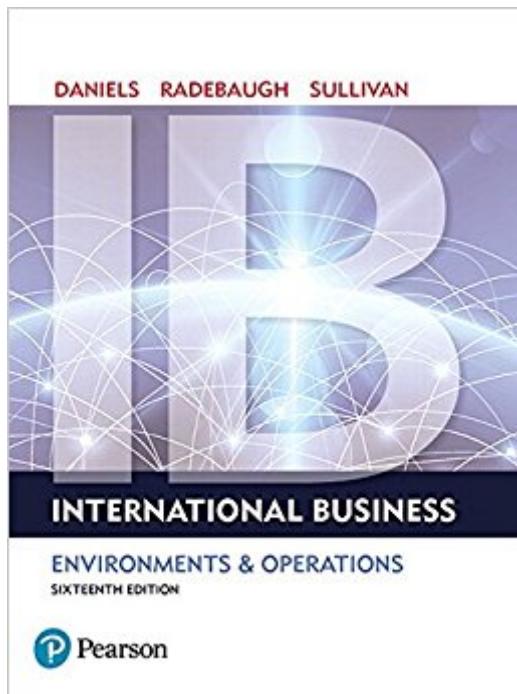


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International Business (16th Edition)



Synopsis

For courses in international business. International business through theory and practice Balancing authoritative theory and meaningful practice, International Business engages readers on the subject of conducting business in international markets. The authors' descriptions and ideas of international business are enhanced with contemporary examples, scenarios, and cases that help readers effectively apply what they've learned. Now in its 16th Edition, International Business remains one of the best-selling and most authoritative international business texts available. As rigorous and practical as ever, this edition remains current through updated author-written cases, including seven entirely new cases, streamlined writing, and expanded coverage of relevant global changes. Also available with MyLab Management MyLab Management is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Note: You are purchasing a standalone product; MyLab Management does not come packaged with this content. Students, if interested in purchasing this title with MyLab Management, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyLab Management, search for: 0134642287 / 9780134642284 International Business Plus MyLab Management with Pearson eText -- Access Card Package, 16/e Package consists of: 0134200055 / 9780134200057 International Business 0134253345 / 9780134253343 MyLab Management with Pearson eText -- Access Card -- for International Business

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Customer Reviews

John D. Daniels, the Samuel N. Friedland Chair of Executive Management emeritus at the University of Miami, received his BBA, MBA, and PhD respectively at the University of Miami, University of the Americas, and the University of Michigan. He also holds an honorary doctorate from UPAO in Peru. His dissertation won first place in the award competition of the Academy of International Business. Since then, he has been an active researcher and won a decade award from the Journal of International Business Studies. His articles have appeared in such leading journals as Academy of Management Journal, Advances in International Marketing, California Management Review, Columbia Journal of World Business, International Marketing Review, International Trade Journal, Journal of Business Research, Journal of High Technology Management Research, Journal of International Business Studies, Management International Review, Multinational Business Review, Strategic Management Journal, Transnational Corporations, and Weltwirtschaftliches Archiv. Professor Daniels has published 15 books, most recently Multinational Enterprises and the Changing World Economy (co-edited with Ray Loveridge, Tsai-Mei Lin, and Alan M. Rugman), three volumes on Multinational Enterprise Theory, and three volumes on International Business and Globalization (all co-edited with Jeffrey Krug). On its 30th anniversary, Management International Review referred to him as "one of the most prolific American IB scholars." He served as president of the Academy of International Business and dean of its Fellows. He also served as chairperson of the international division of the Academy of Management, which named him Outstanding Educator of the Year in 2010. Professor Daniels has worked and lived a year or longer in 7 different countries, worked shorter stints in approximately 30 other countries on 6 continents, and traveled in many more. His foreign work has been a combination of private sector, governmental, teaching, and research assignments. He was formerly a faculty member at Georgia State University and The Pennsylvania State University, director of the Center for International Business Education and Research (CIBER) at Indiana University, and holder of the E. Claiborne Robins Distinguished Chair at the University of Richmond. Lee H. Radebaugh is the emeritus Kay and Yvonne Whitmore Professor of International Business and former Director of the Whitmore Global Management Center/CIBER at Brigham Young University. He received his MBA and doctorate from Indiana University. He was a faculty member at The Pennsylvania State University from 1972 to 1980. He also has been a visiting

professor at Escuela de AdministraciÃƒÂn de Negocios para Graduados (ESAN) in Lima, Peru. In 1985, Professor Radebaugh was the James Cusator Wards visiting professor at Glasgow University, Scotland. His other books include International Accounting and Multinational Enterprises (John Wiley and Sons, 6th edition) with S. J. Gray and Erv Black; Introduction to Business: International Dimensions (South-Western Publishing Company) with John D. Daniels; and seven books on Canada-US trade and investment relations, with Earl Fry as co-editor. He has also published several other monographs and articles on international business and international accounting in journals such as the Journal of Accounting Research, Journal of International Financial Management and Accounting, Journal of International Business Studies, and the International Journal of Accounting. He is the former editor of the Journal of International Accounting Research and area editor of the Journal of International Business Studies. His primary teaching interests are international business and international accounting. Professor Radebaugh has been an active member of the American Accounting Association, the European Accounting Association, the International Association of Accounting Education and Research, and the Academy of International Business, having served on several committees as the president of the International Section of the AAA and as the secretary treasurer of the AIB. He is a member of the Fellows of the Academy of International Business. In 2007, Professor Radebaugh received the Outstanding International Accounting Service Award of the International Accounting Section of the American Accounting Association, and in 1998, he was named International Person of the Year in the state of Utah and Outstanding International Educator of the International Section of the American Accounting Association. In 2012, Lee was honored when the award for the top article published in the Journal of International Accounting Research in the past decade was named the Lee H. Radebaugh Notable Contribution to International Accounting Research. Daniel P. Sullivan, Professor of International Business at the Alfred Lerner College of Business of the University of Delaware, received his PhD from the University of South Carolina. He researches a range of topics, including globalization and business, international management, global strategy, competitive analysis, and corporate governance. His work on these topics has been published in leading scholarly journals, including the Journal of International Business Studies, Management International Review, Law and Society Review, and Academy of Management Journal. In addition, he has served on the editorial boards of the Journal of International Business Studies and Management International Review. Professor Sullivan has been honored for both his research and teaching, receiving grants and winning awards for both activities while at the University of Delaware and, his former affiliation, the Freeman School of Tulane University. He has

been awarded numerous teaching honors at the undergraduate, MBA, and EMBA levels—most notably, he has been voted Outstanding Teacher by the students of 18 different executive, MBA, and undergraduate classes at the University of Delaware and Tulane University. Professor Sullivan has taught, designed, and administered a range of in-class and online graduate, undergraduate, and nondegree courses on topics spanning globalization and business, international business operations, international management, strategic perspectives, executive leadership, and corporate strategy. In the United States, he has delivered lectures and courses at several university sites and company facilities. In addition, he has led courses in several foreign countries, including China, Hong Kong, Bulgaria, the Czech Republic, France, South Korea, Switzerland, Taiwan, and the United Kingdom. Finally, he has worked with many managers and consulted with several multinational enterprises on issues of international business.

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