



International Business: Competing in the Global Marketplace (Tenth Edition)

By Arun Kumar Jain, Charles W.L. Hill

Tata McGraw-Hill Education Pvt. Ltd, 2014. Softcover. Book Condition: New. 5th or later edition. International Business is authored with an economic orientation with a strategic-financial focus and provides comprehensive and up-to-date material in an integrated flow between chapters. Since many issues in international business are complex, the text explores the pros and cons of economic theories, government policies, business strategies, and organizational structures. The text is practical in nature, focusing on the managerial implications of each topic on the actual practice of international business

Salient Features:

- Comprehensive coverage of Indian aspects includes a write-up on Broader Conceptions of Development by Prof. Amartya Sen, The Rise of the Indian Automobile Industry, and Microsoft in India among others
- Dozen new part-end cases, New Opening Vignettes, Country Focus boxes, GlobalEdge, and Management Focus Boxes add to the comprehensive pedagogy
- Comprehensive Online Learning Center (OLC) includes 12 additional cases, PowerPoint Presentations, Instructors' Manual, and Chapterwise MCQs

Contents:

PART ONE INTRODUCTION AND OVERVIEW

Chapter 1 Globalization Case: The Globalization of Health Care

PART TWO COUNTRY DIFFERENCES

Chapter 2 National Differences in Political Economy

Chapter 3 Political Economy and Economic Development

Chapter 4 Differences in Culture

Chapter 5 Ethics in International Business

Cases:...



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