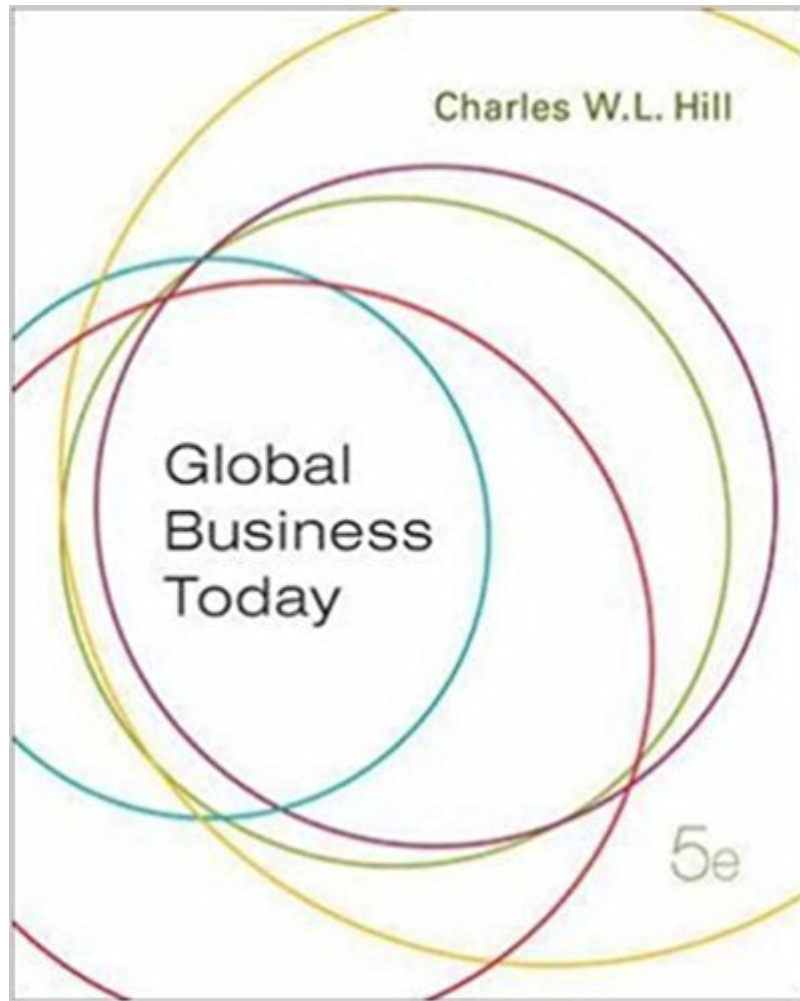




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Global Business Today



Synopsis

Charles Hill's Global Business Today, 5e (GBT) has become an established text in the International Business market for several key reasons: (1) it is comprehensive and up-to-date, (2) it goes beyond an uncritical presentation and shallow explanation of the body of knowledge, (3) it maintains a tight, integrated flow between chapters, (4) it focuses on managerial implications, (5) it makes important theories accessible and interesting to students, and (6) it incorporates ancillary resources that enliven the text and make it easier to teach. The success of the first four editions of Global Business Today has been based in part upon the incorporation of leading edge research into the text, the use of the up-to-date examples and statistics to illustrate global trends and enterprise strategy, and the discussion of current events within the context of the appropriate theory. Notable additions to the 5th Edition include: * Chapter 5 has been updated to discuss progress on the current round of talks sponsored by the WTO aimed at reducing barriers to trade, particularly in agriculture (the Doha Round). * Chapter 6 now discusses the slump in foreign direct investment flows that took place in 2001-2004. * The section on the European Union in Chapter 8 has been revised to reflect the fact that ten more member states were admitted on May 1st, 2004. 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. 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.

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Customer Reviews

Charles Hill received his Ph.D. in industrial organization economics from the University of Manchester and the Institute of Science and Technology. He has received numerous awards for teaching excellence in both the undergraduate, MBA, and executive MBA programs at the University of Washington.

Used at Western Washington University in 2010. Not the best textbook I've ever had, not the worst either. A textbook's content is often so influenced by the way a professor uses it, so I'm trying to evaluate fairly based solely on the book. It was somewhat difficult to stay engaged in some parts of the book because of the sheer amount of information being packed in. That being said, it was also interesting to see how one business decision can impact so many others throughout the world. Like many business textbooks, much of the information gets outdated quickly - but there are some good lessons that stand the test of time in this book as well. Like most people, I rely on honest product reviews to make purchase decisions. Because the experience of others has been so helpful to me, I try to provide honest, helpful reviews to assist other shoppers in selecting the right products for them. I hope my review has been helpful to you!

I bought this book for my international business course. The first time I flipped through it, I already thought the format could be a little bit easier on the eye, as it just looks like a whole block of words covering the whole page - very boring. Now that the semester is over, and I have actually read through most of it, I can say that it really was boring. It covered some great content on international business and was very informative, but the chapters were long, averaging around 20 pages. I consider myself a fast reader, but long chapters of boring text made it hard for me (and my classmates) to complete the readings for class.

I'm so glad to be done with school, publishing companies should be ashamed of themselves. There were no meaningful advances from the 7th edition of this book. I should have bought the 7th edition for the penny and 3.99 shipping instead of this pathetic grab for money from its publisher.

Purchased this as required for my class. Fast shipping exactly what I needed.

The book isn't that good. I expected more. It's so lengthy, wordy, and confusing. A lot of the stuff is so repetitive and they reuse the same examples over and over again. Wish it had at least some practice multiple choice questions at the end of the chapter but nope. NOPE!

I got this for INT110 International Business. I looked forward to reading each chapter each week. It was incredibly insightful in what how small and big corporations operated, what they did wrong, and how/if they fixed it.

Everything from the seller was fine, i bought this book for an international business course. This book was so boring i feel asleep every time i started to read it. What can you do though?

Professor's choose their own books

This is a rented book. After 3 weeks it is already falling apart with very light usage. The pages are heavily marked as if someone's children was using it as a coloring book. The only good thing is that the book came in earlier than expected. But I'm pretty sure this book will completely fall apart by the end of my semester.

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