

mcgraw hill global business today 8th edition

McGraw Hill Global Business Today 8th Edition: A Comprehensive Guide to Understanding Modern International Business

mcgraw hill global business today 8th edition is a widely acclaimed textbook that has become a staple resource for students, educators, and professionals interested in the complex and dynamic world of international business. This edition builds upon its predecessors by offering up-to-date insights, practical examples, and a comprehensive overview of global business strategies, environments, and challenges. Whether you are a business student preparing for a career on the global stage or a professional seeking to deepen your understanding of international markets, this textbook serves as an indispensable guide.

What Makes McGraw Hill Global Business Today 8th Edition Stand Out?

In today's interconnected world, understanding global business is more crucial than ever. The 8th edition of McGraw Hill Global Business Today distinguishes itself by integrating current trends, real-world case studies, and a clear, concise approach to complex concepts. The content is carefully structured to help readers grasp not just the theory but also the practical application of global business principles.

Updated Content Reflecting the Latest Trends

One of the biggest strengths of the 8th edition is how it addresses recent developments in international trade, digital globalization, and emerging markets. It dives into the impact of technology on global supply chains, the rise of e-commerce, and the role of multinational corporations in shaping economic landscapes worldwide. This edition also gives attention to geopolitical shifts and sustainability practices, which are increasingly influencing global business strategies.

Engaging and Accessible Writing Style

The authors have designed the content to be approachable without sacrificing depth. Complex topics like currency exchange, trade agreements, and international marketing are explained in a way that is easy to understand, making it an excellent resource for beginners and those looking to refresh their knowledge. The conversational tone invites readers to explore the material with curiosity rather than intimidation.

Core Topics Covered in McGraw Hill Global Business Today 8th Edition

The textbook offers a well-rounded curriculum that covers a broad spectrum of global business topics. From foundational concepts to advanced strategies, it provides readers with a thorough understanding of international commerce.

Globalization and Its Impact

Understanding globalization is critical in this edition. It breaks down the forces driving global integration and the resulting opportunities and challenges for businesses. Readers learn about the effects of globalization on economies, cultures, and political systems, helping them appreciate the complexities of operating across borders.

International Trade and Investment

Trade theories, balance of payments, tariffs, and trade barriers are carefully examined to provide a solid foundation in international economics. The book also discusses foreign direct investment (FDI) and how companies decide where and how to invest in foreign markets.

Global Market Entry Strategies

Deciding how to enter new markets is a major decision for any business. This edition explores various strategies such as exporting, licensing, joint ventures, and wholly owned subsidiaries. It provides case studies highlighting the advantages and risks associated with each approach.

Cross-Cultural Management and Communication

Effective communication and management across cultures are crucial in global business. The textbook offers practical insights into cultural differences, negotiation styles, and leadership approaches that can make or break international ventures.

Why Educators and Students Prefer This Edition

The adoption of McGraw Hill Global Business Today 8th edition in academic settings is widespread, and for good reason. It balances academic rigor with practical relevance, making it ideal for classroom use.

Comprehensive Learning Resources

Alongside the textbook, instructors and students benefit from a suite of learning tools such as online quizzes, case study supplements, and instructor guides. These additional resources enhance engagement and reinforce understanding of the material.

Real-World Case Studies

The inclusion of up-to-date case studies from leading global companies helps bridge theory and practice. These examples illustrate how businesses navigate challenges like trade wars, currency fluctuations, and ethical dilemmas in international markets.

Clear Learning Objectives and Summaries

Each chapter begins with clear learning objectives and concludes with summaries and review questions. This structure supports active learning and allows readers to track their progress effectively.

How to Make the Most of McGraw Hill Global Business Today 8th Edition

To truly benefit from this textbook, it's important to engage with the material actively and strategically.

Apply Concepts to Current Events

Global business is constantly evolving, so pairing textbook learning with current news about trade agreements, market trends, and international policies enhances understanding. For example, examining how recent trade negotiations affect multinational corporations can bring the lessons to life.

Participate in Discussions and Group Work

Many business courses encourage collaboration. Use the scenarios and case studies in the 8th edition as springboards for group discussions or projects. This practice not only deepens comprehension but also develops communication skills essential in the global business environment.

Utilize Supplementary Resources

Take advantage of McGraw Hill's digital platforms and supplementary materials. Interactive quizzes, videos, and instructor-led content can clarify challenging topics and provide different perspectives.

Exploring the Digital and Ethical Dimensions of Global Business

The 8th edition also pays particular attention to emerging issues that are shaping the future of business worldwide.

The Role of Technology and Digital Globalization

With the rise of digital platforms, online marketplaces, and data analytics, technology has transformed how companies operate internationally. The textbook explores how digital tools enable faster communication, streamlined supply chains, and innovative marketing strategies.

Ethics and Corporate Social Responsibility

In today's business climate, ethical conduct and sustainability are more than just buzzwords. The book highlights the importance of corporate social responsibility (CSR), ethical decision-making, and environmental stewardship in building trust and maintaining long-term success in global markets.

Who Should Use McGraw Hill Global Business Today 8th Edition?

This edition is tailored not only for undergraduate and graduate students but also for professionals and anyone interested in understanding the global economy.

- **Students:** Those studying international business, marketing, economics, or management will find it a foundational text.
- **Educators:** Instructors can rely on its structured approach and rich content for effective lesson planning and assessment.
- **Business Professionals:** Managers and entrepreneurs venturing into international markets can gain strategic insights and practical knowledge.
- **Enthusiasts and Researchers:** Anyone curious about global business dynamics will benefit from the clarity and comprehensiveness of the content.

The 8th edition of McGraw Hill Global Business Today not only equips readers with theoretical knowledge but also prepares them to navigate the real-world challenges of globalization. Its balanced approach combines academic excellence with practical application, making it a go-to resource for understanding the multifaceted nature of global commerce.

As global markets continue to evolve, having a reliable, insightful, and up-to-date resource like this textbook is invaluable. Whether you're studying for an exam, preparing for a career abroad, or simply seeking to broaden your horizons, McGraw Hill Global Business Today 8th edition offers the tools and knowledge to succeed in the ever-changing world of international business.

Frequently Asked Questions

What is 'Global Business Today 8th Edition' by McGraw Hill about?

'Global Business Today 8th Edition' by McGraw Hill is a comprehensive textbook that covers the fundamentals of international business, including global trade theories, market entry strategies, cultural environments, and international financial management.

Who is the author of 'Global Business Today 8th Edition'?

The author of 'Global Business Today 8th Edition' is Charles W. L. Hill, a renowned professor and expert in international business.

What are the new features in the 8th edition of 'Global Business Today'?

The 8th edition includes updated case studies, current examples reflecting recent global business trends, enhanced digital learning tools, and expanded coverage on emerging markets and sustainability in global business.

Is 'Global Business Today 8th Edition' suitable for beginners in international business?

Yes, the book is designed for undergraduate students and beginners, offering clear explanations, real-world examples, and practical applications to help readers understand key concepts in global business.

Where can I purchase 'Global Business Today 8th Edition' by McGraw Hill?

You can purchase the textbook from major online retailers such as Amazon, McGraw Hill's official website, or academic bookstores.

Does 'Global Business Today 8th Edition' include online resources or an eBook?

Yes, McGraw Hill offers online resources, including an eBook version, study guides, quizzes, and interactive content that complement the textbook to enhance learning.

How is 'Global Business Today 8th Edition' different from previous editions?

The 8th edition features the latest data and trends in global business, updated global case studies, more emphasis on digital globalization, and refined pedagogical tools to improve student engagement and understanding.

Additional Resources

McGraw Hill Global Business Today 8th Edition: A Definitive Resource for Modern International Business Education

mcgraw hill global business today 8th edition stands as a prominent textbook in the realm of international business education, widely recognized for its contemporary approach and comprehensive coverage of global commerce. Designed to equip students and professionals with foundational knowledge and practical insights, this edition reflects the evolving dynamics of global markets, trade policies, and multinational operations. As global business environments become increasingly complex, the 8th edition of this textbook emerges as a valuable resource that blends theoretical frameworks with real-world applications.

In-Depth Analysis of McGraw Hill Global Business Today 8th Edition

The 8th edition of McGraw Hill Global Business Today continues the legacy of its predecessors by addressing the multifaceted nature of international business. It integrates current events, economic trends, and geopolitical shifts, ensuring that readers grasp the contextual factors influencing global trade and investment. The textbook is authored by Charles W. L. Hill and G. Tomas M. Hult, both distinguished scholars in international business, lending authoritative insight into the subject matter.

One of the defining features of this edition is its timely incorporation of global disruptions, such as the aftermath of trade wars, technological advancements, and the repercussions of pandemics on supply chains. This responsiveness to contemporary issues makes the book particularly relevant for students navigating today's unpredictable global economy.

Content Structure and Pedagogical Approach

The textbook is methodically organized to guide learners through the foundational elements of

international business before delving into more complex topics. Early chapters cover the basics of globalization, trade theories, and the political and legal environments affecting business operations. Subsequent sections explore strategies for entering international markets, managing global supply chains, and understanding cross-cultural negotiations.

McGraw Hill Global Business Today 8th Edition utilizes a blend of case studies, real-world examples, and data-driven analysis. This approach not only facilitates comprehension but also encourages critical thinking by prompting readers to evaluate the implications of global business decisions.

Comparative Advantages Over Previous Editions

Compared to earlier versions, the 8th edition exhibits notable enhancements, including updated statistics, refreshed case studies, and expanded content on digital transformation in global business practices. The rise of e-commerce and digital platforms as pivotal elements in international trade receive focused attention, reflecting shifts in how companies engage across borders.

Additionally, the edition places greater emphasis on sustainability and corporate social responsibility (CSR) within the global context. As environmental and ethical considerations become integral to international business strategies, this inclusion aligns the textbook with modern academic and professional standards.

Key Features and Benefits

- **Updated Global Economic Data:** Provides current figures and trends essential for understanding market conditions and economic policies worldwide.
- **Interactive Learning Tools:** Often bundled with McGraw Hill's Connect platform, offering quizzes, simulations, and multimedia content to enhance student engagement.
- **Comprehensive Case Studies:** Real-world scenarios from diverse industries and regions help illustrate theoretical concepts in practice.
- **Focus on Emerging Markets:** Detailed analysis of growth opportunities and challenges in developing economies broadens the scope beyond traditional markets.
- **Ethical and Cultural Perspectives:** Highlights the importance of cultural intelligence and ethical considerations in conducting international business.

These features collectively support educators in delivering a robust curriculum while providing learners with tools to develop practical skills.

Target Audience and Applicability

McGraw Hill Global Business Today 8th Edition is primarily tailored for undergraduate and graduate students pursuing degrees in business administration, international business, and related fields. However, its clear explanations and practical focus also make it a useful resource for business professionals seeking to deepen their understanding of global markets.

The textbook's relevance extends to instructors who require a structured yet flexible teaching tool that accommodates diverse learning styles. Its integration with digital platforms further enhances adaptability in both traditional classroom settings and online education environments.

Potential Limitations and Considerations

While the 8th edition excels in providing a broad overview of global business concepts, some users may find the dense academic language challenging without supplementary guidance. Additionally, as with any textbook covering a fast-changing domain, some data can quickly become outdated, necessitating instructors to complement readings with current news and reports.

Another consideration is the cost; McGraw Hill publications, especially those bundled with digital access codes, can be relatively expensive. This factor may influence accessibility for some students or institutions.

Positioning Among Competitors in International Business Textbooks

In the competitive landscape of international business textbooks, McGraw Hill Global Business Today 8th Edition holds a distinctive position due to its balance of theory and practice. Compared to alternatives like "International Business" by John Daniels or "Global Business" by Mike W. Peng, this edition offers a more concise and accessible format, appealing to a broad academic audience.

Its regular updates and digital integration also set it apart, as other textbooks may not be as frequently revised or supported by interactive learning systems. However, some competitors provide more in-depth treatment of advanced topics like international finance or global marketing, areas where this textbook might offer only introductory coverage.

SEO-Relevant Keywords and Phrases

Throughout the textbook and related discussions, terms such as "global business strategy," "international trade theories," "cross-cultural management," "emerging markets analysis," and "global supply chain challenges" frequently arise. These keywords are integral to the thematic structure of McGraw Hill Global Business Today 8th Edition and contribute to its search visibility among students and educators researching international business resources.

Final Observations

The McGraw Hill Global Business Today 8th Edition remains a solid choice for those seeking a well-rounded introduction to international business. Its blend of theoretical foundations, practical examples, and contemporary updates aligns well with the needs of today's learners navigating an interconnected world economy.

By addressing critical topics such as globalization, trade policies, cultural diversity, and ethical business practices, this textbook equips readers with the tools necessary to understand and operate effectively within the global marketplace. While no single resource can cover the entirety of international business nuances, this edition's comprehensive approach and user-friendly design make it a dependable cornerstone in academic and professional libraries alike.

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Charles Hill, 2014-09-16 Global Business Today has been developed specifically to meet the needs of international students of business. Written in a refreshing, informative, and accessible style, it has become the most widely used text in the International Business market with its comprehensive and up-to-date contents; focus on managerial implications and application of international business concepts; and incorporation of ancillary resources that enliven the text and make it easier to teach. In addition to boxed material which provides insightful illustrations in every chapter, interesting anecdotes have been carefully weaved into the narrative of the text to engage the reader. Enhancements to the Global Edition include: New Country Focus boxes that provide background on the political, economic, social, or cultural aspects of countries grappling with an international business issue to help raise students' awareness of how national and geographic differences affect the conduct of international business, such as Corruption in the Philippines and the Export Processing Zone Authority of Pakistan. New Management Focus boxes that provide lively illustrations of the relevance of chapter material for the practice of international business, including Patenting Basmati Rice and Expatriate Managers. New Perspective boxes that provide additional context for chapter topics, such as Market Economy in China, Australian SMEs Embrace the Chinese Currency, and Global Variations in Ownership Structure.

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mcgraw hill global business today 8th edition: Global Business Today Charles W. L. Hill, Richardson, Tim, Thomas McKaig, 2006 The Canadian edition of Hill provides instructors with the comprehensive coverage, accessible presentation of theory, and focus on managerial implications they expect from the Hill text, with Canadian content that reflects a Canadian perspective on international business and helps students relate core concepts to their own experience. A superior technology support package supports teaching and student success.

mcgraw hill global business today 8th edition: Globalizing Cultures , 2015-11-09 With the crisis of the global capitalist economy the topic of global culture is regaining its importance and needs to be revisited from both theoretical and practical standpoints. How do we make sense of this rapid flow of global consumer culture across national borders? What is the role of corporations, governments, ONG and social movements in shaping the terms of these flows? How do these flows of money, people, culture, goods and services work in practice? How do these flows affect the lives of the majority of regular people consuming and producing in the global marketplace? Taking an interdisciplinary approach, this volume examines the way cultures and individuals oppose, resist and

re-center globalization. Contributors are: Gwen I. Alexis, Andrea Borghini, Cory Blad, Jack Bratich, Enrico Campo, Rekha Datta, Ricardo A. Dello Buono, Peter Kivisto, Vincenzo Mele, Mihaela Moscaliuc, Nancy Naples, Ino Rossi, Victoria Reyes, Saliba Sarsar, Manal Stephan, Karen Schmelzkopf, and Marina Vujnovic.

mcgraw hill global business today 8th edition: The Lean Startup Blueprint Steve Monas, 2025-01-15 The Lean Startup Blueprint: Building Resilient Ventures in the AI Era is a comprehensive guide for entrepreneurs navigating the complex landscape of building and scaling successful startups in today's technology-driven world. This essential resource combines time-tested lean startup principles with cutting-edge insights on artificial intelligence, blockchain, and emerging technologies. Written by startup veteran Steve Monas, this book provides founders with practical, actionable strategies for every stage of the entrepreneurial journey - from initial ideation to successful exit. The book is structured into key sections that address the critical challenges facing modern entrepreneurs: Foundations of Modern Entrepreneurship: Learn how to set clear business goals, understand various business structures, and craft a lean business plan that can adapt to rapid market changes. Financing and Financial Management: Master the essentials of startup funding, from bootstrapping to venture capital, while developing robust financial planning and management systems. Technology and Innovation: Gain deep insights into leveraging AI, blockchain, cloud computing, and other emerging technologies to create competitive advantages and drive growth. Product Development and Market Entry: Discover proven methodologies for building minimum viable products, conducting effective user testing, and successfully bringing products to market. Digital Marketing and Growth Strategies: Learn contemporary approaches to content marketing, social media, SEO, and data-driven marketing analytics that drive sustainable growth. What sets this book apart is its forward-looking perspective on how artificial intelligence and emerging technologies are reshaping the startup landscape. Readers will learn: How to integrate AI and machine learning into their business processes Strategies for building and managing virtual organizations Approaches to sustainable and socially responsible business practices Methods for global expansion and cross-border operations Exit strategies and future planning in the digital age Packed with real-world case studies, practical examples, and interviews with successful entrepreneurs, this book provides both strategic frameworks and tactical advice that founders can implement immediately. Each chapter includes actionable takeaways, tools, and templates that readers can use to build more resilient and successful ventures. Whether you're a first-time founder or a seasoned entrepreneur, The Lean Startup Blueprint offers invaluable insights for navigating the challenges and opportunities of building a startup in the AI era. The book's comprehensive approach ensures that readers understand not just the what but the how of modern entrepreneurship. Perfect for: Startup founders and entrepreneurs Small business owners looking to scale Product managers and innovation leaders Investors and venture capitalists Business students and aspiring entrepreneurs With over 70,000 words of in-depth content, this book serves as both a practical manual and a strategic guide for building successful, sustainable, and impactful businesses in today's rapidly evolving technological landscape. Don't just build a startup - build a resilient, future-proof venture that can thrive in the AI era. The Lean Startup Blueprint provides the roadmap you need to turn your entrepreneurial vision into reality.

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book is supported by online resources for lecturers and students, including PowerPoint slides, an instructor's manual, access to SAGE journal articles, and scorecards for measuring usefulness of knowledge management tools. Suitable reading for undergraduate and postgraduate business and management students on knowledge management & organizational learning modules.

mcgraw hill global business today 8th edition: Internationale Ökonomik Karl Farmer, Thomas Vlk, 2005

mcgraw hill global business today 8th edition: Strategic International Management Dirk Morschett, Hanna Schramm-Klein, Joachim Zentes, 2015-01-27 A compact overview of the most relevant concepts and developments in International Management. The various strategy concepts of internationally active companies and their implementation in practice are the core of this book. The authors describe the particularities of international value chain activities and management functions and offer a thorough understanding of how Production & Sourcing, Research & Development, Marketing, Human Resource Management and Controlling have to be designed in an international company and what models are available to understand those activities in an international context. In 23 lessons, a comprehensive overview of all key issues is given. Each lesson is accompanied by a case study from an international company to facilitate the understanding of all important factors involved in strategic international management. In this third edition, all chapters have been updated, all case studies revised, new chapters and recent data were integrated.

mcgraw hill global business today 8th edition: A Contemporary Look at Business Ethics Ronald R. Sims, 2017-07-01 A Contemporary Look at Business Ethics provides a 'present day' look at business ethics to include the challenges, opportunities and increased need for ethical leadership in today's and tomorrow's organizations. The book discusses current and future business ethics challenges, issues and opportunities which provides the context leaders and their organizations must navigate. The book includes an in?depth look at lessons learned about the causes of unethical behavior by examining a number of real?world examples of ethical scandals from around the world that have taken place over the past few decades. The analysis of the various ethical scandals focuses on concepts like ethical versus unethical leadership, received wisdom, the bottom?line mentality, groupthink and moral muteness, all of which contribute to the kind of organizational culture and ethical behavior one finds in an organization. The book discusses ethical decision making in general and the increased role of religion and spirituality, in confronting unethical behavior in contemporary organizations. The book also takes an in?depth look at the impact ethical scandals have on employees and more specifically the psychological contract and person?organization ethical fit with the goal of identifying, along with other things, what leaders can do to restore relationships with employees and rebuild the organization's reputation in the eyes of various stakeholders.

mcgraw hill global business today 8th edition: Einflussfaktoren des Internationalisierungserfolgs von Mobilfunknetzbetreibern Nejc Martin Jakopin, 2007-12-03 Nejc Martin Jakopin analysiert Merkmale der von Mobilfunknetzbetreibern bearbeiteten Stamm- und Auslandsmärkte sowie Unternehmenseigenschaften und Internationalisierungsstrategien als Einflussfaktoren des Erfolgs. Im Mittelpunkt stehen auf den Jahresabschluss bezogene Geschäftsdaten und Kapitalmarkterfolgskennzahlen auf Basis der Ereignisstudienmethode.

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mcgraw hill global business today 8th edition: Corporate Security Crossroads Richard J. Chasdi, 2017-11-10 Even though terrorism poses an increasing threat to multinational companies, corporate leaders can thwart attacks by learning to navigate the complexities of foreign

governments, social unrest, and cultural dissonance. Multinational corporations are on the front lines of terrorism and cyberattacks—two of the world's biggest threats to global security. How can corporate leaders mitigate their organizations' risks and develop an infrastructure that detects and deters a security menace before it happens? This timely reference lays out essential political context and historical background to help executives identify contemporary threats and understand the interconnections between threat dynamics in an increasingly dangerous international environment. This compelling work is organized into seven chapters. The beginning chapters profile the specific risks for multinational companies and detail which global—and regional—factors might propagate violence targeted at American-based businesses. Next, two historical case studies on terrorist assaults at Tigranourine and Mombasa illustrate how counterterrorism can successfully thwart potential attacks against business targets. The final part describes industrial espionage and criminal activity and then outlines a corporate counterterror blueprint to combat the prospect of terrorism, providing specific recommendations for preventative measures.

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Pervez N. Ghauri, Jean-Claude Usunier, 2003-09-30 Provides an understanding about the impact of culture and communication on international business negotiations. This work explores the problems faced by Western managers while doing business abroad and offers guidelines for international business negotiations. It also focuses on an important aspect of international business: negotiations.

mcgraw hill global business today 8th edition: Proceedings of the XVI International symposium Symorg 2018 Nevenka Žarkić-Joksimović, Sanja Marinković, 2018-06-12

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Giovanna Magnani, 2022-06-28 The aim of this book is to offer up-to-date insights into the challenges for international firms represented by managing their marketing mix in “distant” countries, especially considering the role played by cultural distance. Building on the famous McCarthy’s “4Ps,” and on the concept of “cultural distance,” the book outlines some key challenges and opportunities for firms that manage international marketing policies about “product,” “price,” “place,” and “promotion” in culturally distant markets. At the same time, the book looks at extant conceptualizations and approaches considering the evolving environmental forces, which are contributing to further challenges for firms that are confronted with changing economic and social scenarios. Indeed, markets and societies are increasingly affected by multiculturalism, and new patterns in consumers’ behaviors have emerged due to the proliferation of digital technologies and, more recently, due to several market disruptions such as the COVID-19 pandemic. How do firms manage culturally distant and increasingly evolving cultural environments is a relevant topic worthy of discussion from both a theoretical perspective and a practice-based approach, through the analysis of real-world case studies. Researchers of cross-cultural marketing and practitioners intending to get acquainted with the latest research on the topic would particularly benefit from this book.

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Nieuwenhuizen, 2006 This book introduces learners to the fundamental concepts of strategic management of a small business, in the context of increasing globalisation. The text is designed to provide learners with the tools to analyse, formulate and implement strategies that will enhance the performance of any small business.

mcgraw hill global business today 8th edition: *International Management in Service Firms*

Dirk Klimkeit, Pengji Wang, Huiping Zhang, 2024-05-22 This textbook examines how service firms manage their international operations. For the first time, it brings together insights from the fragmented literature on this subject into an accessible textbook. Further, it is unique in its focus on service firms’ internationalization and international management. Beginning with an overview of the international environment in which service firms operate, it subsequently describes multinational service firms and their internationalization processes, strategies and organization. Unlike most texts on international services, the book goes beyond internationalization to address the ongoing management of service firms. It not only addresses functions such as global service marketing,

financial management and human resource management, but also discusses aspects such as global account management, global service delivery and international project management, as well as the topical issue of managing distributed virtual teams. A dedicated chapter focuses on offshore shared services and business process outsourcing. These chapters are complemented by a discussion on international corporate governance and corporate social responsibility. The book is intended for students preparing for international careers in the service sector. Each chapter includes case studies, illustrations, highlighted definitions, a chapter summary and exercises.

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