



Ebook Directory
the best source of ebook

The book was found

The Global Business Environment: Challenges And Responsibilities



Synopsis

This bestselling textbook steers a course through the challenges of global business and charts the responsibilities that fall on organizations today. As globalization engulfs an ever wider range of societies and industries, a sound understanding of the forces and influences impacting on businesses is invaluable. This book acts as your navigational guide through the complexities and risks of rapidly-changing business environments. Combining a comprehensive introduction to the business environment with a thoroughly international perspective, *The Global Business Environment* covers all students need to know on Global Business Environment and International Business courses. Enhanced by Janet Morrison's characteristically clear, authoritative writing style, and an unrivalled range of learning features, the book offers all the tools to help you learn, revise and think critically about the global business environment: 36 case studies invite you to explore a diverse range of businesses, industries, governments and individuals, from all corners of the globe, from Australia and China to Iran and Mozambique. Global Business in Action videos: These insightful interviews link to practice, giving you a chance to learn how real life managers and business people tackle the challenges of running international businesses. Critical thinking: Thought-provoking features in every chapter encourage debate on key issues from governance to environmental sustainability and business ethics, developing skills you can carry beyond your business degree into working life. Innovative digital resources: An interactive ebook allows you to access rich media at your fingertips, with a wealth of additional learning and teaching materials (including updated case studies, lecture slides, MCQ testbank and more) available on the book's companion website.

Book Information

Paperback: 486 pages

Publisher: Palgrave; 4th ed. 2017 edition (December 30, 2016)

Language: English

ISBN-10: 1137483741

ISBN-13: 978-1137483744

Product Dimensions: 0.8 x 7.2 x 9.2 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #12,084 in Books (See Top 100 in Books) #13 in Books > Business & Money > Management & Leadership > Management Science #15 in Books > Business &

Money > International > Economics #26 in ÃÂ Books > Textbooks > Business & Finance > International Business

Customer Reviews

"In this excellent new edition, Morrison provides a beautifully written, comprehensive introduction to the business environment. Reorganized and updated, the text is now even more accessible, informative and thought provoking. It remains the best available foundation textbook for students studying any aspect of International Business." - Jennifer Lane Lee, University of Liverpool, UK"An up-to-date, comprehensive and accessible textbook that fully meets the challenges of teaching international business." - David Sunderland, University of Greenwich, UK

In this excellent new edition, Morrison provides a beautifully written, comprehensive introduction to the business environment. Reorganised and updated, the text is now even more accessible, informative and thought provoking. It remains the best available foundation textbook for students studying any aspect of International Business' - Jennifer Lane Lee, University of Liverpool, UK'An up-to-date, comprehensive and accessible textbook that fully meets the challenges of teaching international business' - David Sunderland, University of Greenwich, UK

[Download to continue reading...](#)

The Global Business Environment: Challenges and Responsibilities California Landlord's Law Book, The: Rights & Responsibilities (California Landlord's Law Book : Rights and Responsibilities) Introduction to Global Business: Understanding the International Environment & Global Business Functions Wiley CPAexcel Exam Review April 2017 Study Guide: Business Environment and Concepts (Wiley Cpa Exam Review Business Environment & Concepts) Wiley CPAexcel Exam Review 2015 Study Guide (January): Business Environment and Concepts (Wiley Cpa Exam Review Business Environment & Concepts) Wiley CPAexcel Exam Review 2016 Study Guide January: Business Environment and Concepts (Wiley Cpa Exam Review Business Environment & Concepts) Wiley CPAexcel Exam Review 2015 Study Guide July: Business Environment and Concepts (Wiley Cpa Exam Review Business Environment & Concepts) Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Global Turning Points: The Challenges for Business and Society in the 21st Century Megacommunities: How Leaders of Government, Business and Non-Profits Can

Tackle Today's Global Challenges Together Professional Nursing: Concepts & Challenges, 7e
(Professional Nursing; Concepts and Challenges) The Legal Environment of Business: Text and
Cases: Ethical, Regulatory, Global, and Corporate Issues Business Law: Text and Cases: Legal,
Ethical, Global, and Corporate Environment Study Guide for Clarkson/Cross/Miller – 12th
Business Law: Text and Cases - Legal, Ethical, Global, and Corporate Environment, 12th Business
Law: The Ethical, Global, and E-Commerce Environment Legal Environment of Business: Online
Commerce, Ethics, and Global Issues (8th Edition) Business: Its Legal, Ethical, and Global
Environment Legal Environment of Business: Online Commerce, Ethics, and Global Issues, Student
Value Edition (8th Edition) The Legal Environment Today: Business In Its Ethical, Regulatory,
E-Commerce, and Global Setting

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)