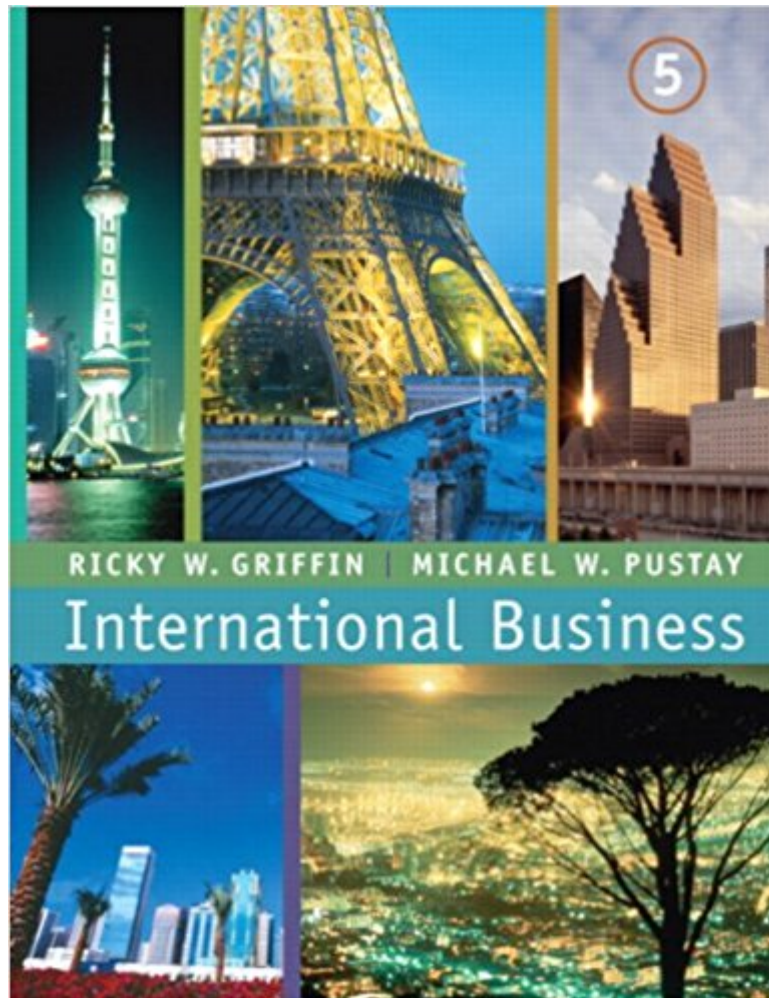




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# International Business (5th Edition)



## Synopsis

This comprehensive overview of international business is divided into various business functions, making it clear and easy to understand. In every chapter "Culture Quest Insights" into culture, geography, and business lead readers to a multi-media experience of a certain country or region that provides useful information on the impact of culture on business. Cases specific to each region or country add to the total reading experience. Topics covered include: the world's marketplaces, the international environment, managing international business and business operations. For CEOs, managers, and other executives who need to understand the cultural mores of the global societies with which they do business.

## Book Information

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## Customer Reviews

Bring the world into focus... From supply chains to retail outlets, business activities are increasingly wired and global. To be prepared for this international marketplace, you must understand traditional business functions as they are influenced by geography, culture, and technology. In the third edition of their internationally popular text, Ricky W. Griffin and Michael W. Pustay illustrate how successful managers must function in a competitive world. FEATURES Forty cases, many updated, plus eight comprehensive cases, integrated throughout the book. New! Coverage of cultural and political forces affecting business. More than forty maps, plus updated tables and graphs. New! Three content boxes "Wiring the World," "Venturing Abroad," and "Bringing the World into Focus"; highlight coverage of current issues related to technology,

entrepreneurship, and doing business with a global perspective. Four "Point-Counterpoint" features provide opposing perspectives on controversial business topics; global tobacco marketing, for example; and serve as launch pads for student discussion and research into hotly debated contemporary issues. New! Updated student exercises, plus an FT.com activity. JUST FOR YOU FINANCIAL TIMES: World business newspaper. Discounted student subscription rates to the Financial Times newspaper, which is free to adopting instructors. GLOBE: Global Landscape of Business Environment, an optional CD-ROM that can be packaged with the book, offers an electronic atlas with a variety of political and physical maps. Each of the nine geographic sections features content pertinent to students learning about international business, such as interactive exercises based on statistical data, culture and economics, plus a Geoconcepts section focusing the impact of geography on business decision making. (ISBN: 0-13-016285-X). MyPHLIP Web Site, [www.prenhall.com/griffin](http://www.prenhall.com/griffin), offers chapter-specific current events, Internet exercises, and downloadable supplements; plus an online study guide. --This text refers to an out of print or unavailable edition of this title.

Ricky W. Griffin holds the Blocker Chair in Business Administration at Texas A&M University. He serves as Executive Associate Dean of the Mays College of Business and as professor of management at Texas A&M University. After receiving his Ph.D. from the University of Houston in 1978, he joined the faculty at the University of Missouri-Columbia before moving to Texas A&M University in 1981. Professor Griffin teaches international management, organizational behavior, human resource management, and general management. He has taught both undergraduate and graduate students, participated in numerous executive training programs, and taught in Europe. A member of the Academy of Management, he has served as division chair of that group's Organizational Behavior division. Professor Griffin has written several successful textbooks, including *Management, Organizational Behavior* (with Greg Moorhead), and *Business* (with Ron Ebert). He is currently conducting research on workplace violence in Canada and job design differences and similarities among firms in Japan, Europe, and the United States. Michael Pustay is professor of management at Texas A&M University. He currently serves as associate director of the Center for International Business Studies and as associate director of the Center for International Business Education and Research at Texas A&M. He is the North American editor of the British journal *Transport Reviews*. Professor Pustay received his B.A. in economics summa cum laude from Washington and Lee University in 1969 and his Ph.D. in economics from Yale University in 1973. He taught at Purdue University and Bowling Green State University prior to joining Texas

A&M's business school faculty.

This textbook covers a lot, and well. I had a class this semester that used it, and this text was the highlight. I am definitely keeping it after the class is over. The only problem is that authors spend a lot of time discussing the inner working of entities that only marginally affect the life of international businesses, like the European Union, the IMF and the World Bank. These are important organizations, but they move at a very different pace than businesses.

I am a student at Ferris State. My professor told us that he has had many books in his International Business class and that this one is by far the best and recommended that we keep it when the semester is over rather than sell it. It is very easy to follow and there are tons of interesting stories and graphics that go along with the reading. I like the book and I have been getting A's on all of my quizzes because it really is easy to understand and follow.

This is a well-written textbook, full of interesting and unusual examples of international business within the global context. The authors have done their homework and give thoughtful coverage to the structure of business in individual countries and to national and world agencies that affect change in dominant and emerging markets. Their understanding of cultural differences that affect business is impressive. The book is attractively set up and useful.

Help with my higher education!

It's a book for college, it does it's job!

the price it very cheap and really work for my class, i am happy . but the delivery is very sucks, i been in waiting at least 3 weeks, so if you want to get this on time for your class you should pay for the shipping. otherwise will come late

The book contains everything you ever wanted to know about international business. All this in a compact and well put together format, easy reading with good print.

The book came before they said it would and that is good, but when I went to read Chapter 4 on Culture the entire chapter had been ripped out of the book except for the summary. I had to do an

online search for all the questions that my instructor had about the chapter. Other than that so far so good

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