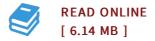




Global Business (Hardback)

By Mike W Peng

Cengage Learning, Inc, United States, 2010. Hardback. Book Condition: New. 2nd. 279 x 216 mm. Language: English . Brand New Book. Introduce students to success in global business today with strategic approach and unique coverage found in GLOBAL BUSINESS, 2E. Written by renowned international instructor, author, and consultant Mike Peng, GLOBAL BUSINESS is the first truly global global business book to answer the big question, What determines the success and failure of firms around the globe? This edition blends both an institutional-based view and resource-based view throughout every chapter for an unparalleled continuity in the learning process. The book combines an inviting, conversational style with the latest research and examples throughout every chapter, including the impact of the 2008-2009 global economic crisis. A comprehensive set of cases from Mike Peng and other respected international experts examine how companies throughout the world, including Brazil s Embraer, China s Hauwei, and India s Tata Motors, have expanded globally. All-new video cases, world maps, and unique global debate sections that draw students into cutting-edge discussions help readers view business challenges from a truly global perspective. GLOBAL BUSINESS, 2E s comprehensive package, including the CengageNOW course management system, helps you teach students to become...



Reviews

I just started looking over this ebook. It is actually rally fascinating through reading period of time. You wont really feel monotony at anytime of your time (that's what catalogues are for about when you request me).

-- Miss Naomie Kohler PhD

A top quality ebook as well as the typeface used was interesting to see. It usually fails to charge an excessive amount of. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Dr. Isabell Wiza DDS

You May Also Like



Twitter Marketing Workbook: How to Market Your Business on Twitter (Paperback)

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****. Twitter Marketing Workbook 2016 Learn how to market your business on Twitter for free A best-selling...



Davenport's Maryland Wills and Estate Planning Legal Forms (Paperback)

Createspace, United States, 2015. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****. This book written by attorneys and published by Davenport Press provides a quick review of law and a good range...



Do Monsters Wear Undies Coloring Book: A Rhyming Children's Coloring Book (Paperback)

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. Mark Smith (illustrator). 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****. A #1 Best Selling Children s Book Is Now A Coloring Book! Parents and...



Odes Funebres, S.112: Study Score (Paperback)

Petrucci Library Press, United States, 2015. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****. Liszt composed three Odes funebres between 1860 and 1866, shortly in the wake of his first 12 tone...



Skills for Preschool Teachers, Enhanced Pearson eText - Access Card

Pearson Education (US), United States, 2016. Online resource. Book Condition: New. 10th edition. 279×216 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies other than Pearson,...



Jape the Grape Ape from Outer Space Episode Three: Who Stole the Stars? (Paperback)

AUTHORHOUSE, United States, 2007. Paperback. Book Condition: New. Erik Rodenhiser (illustrator). 279 x 216 mm. Language: English. Brand New Book ***** Print on Demand *****. This book is hysterically funny; I love it. I love Japes sense of humor. He...