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"We have continued to evolve the structure and content of this textbook in step with the rapidly changing world of international business. This includes completely revising several key chapters, including Chapter 6, on International Trade. This is entirely updated and includes new case studies covering both the trade-war between the US and China and the complex Brexit process. These and other real-world developments have made a wide range of stakeholders

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much more aware of the significance of global trade interdependencies than in the past. Chapter 16 on the European Union is also entirely updated to take account of Brexit and a range of new socio-political and economic events in Europe. Chapter 11 ('MNEs as Responsible Stakeholders') has been removed, making this edition more consolidated, with 20 rather than 21 chapters. In place of Chapter 11 we have inserted new sections, frameworks and case studies on

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responsible business
throughout the book as a
fundamental dimension of
international
business theory and
practice across all the
other chapters. New case
studies, such as
'Businesses and NGOs
working together on
climate change' in Chapter
4, provide additional
material on this topic.
Chapter 14, on 'Political
risk and negotiation
strategy' also features
new case studies on the
'US-Venezuela oil dispute'
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outline the shape of the
global firm of the future.
They focus squarely on the
development of the
corporation as a whole,

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rather than on the narrow
management of individual
foreign subsidiaries, and
they also explore the
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areas such as strategic
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presents an up-to-date and complete exploration of international business issues and practice. The author's experience as both practitioners and academics brings a balanced and seasoned voice to the text. The text is built upon a strong foundation of theory and includes current examples, cases and insights showing how global businesses apply these concepts. The text examines the role and impact of culture and also includes numerous current world maps, helping learners

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foundational international
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doctrinal topics such as the
subjects of international law
(states and international
organizations), and the
jurisdictional powers and
immunities of states. The
book also addresses key
substantive topics in
international law, with
reference to important

contemporary foreign policy issues, such as (i) international human rights, (ii) the law of the sea, (iii) international environmental law, (iv) the use of force and the law of armed conflict, and (v) international criminal law. Key Features: New co-author Duncan Hollis of Temple Law School joins Stanford Law School's Allen Weiner as the active authors of the book. New discussions of major international developments, including the law governing the use of force [e.g., cyber operations and the military

campaign against the Islamic State (ISIS)], nonproliferation (e.g., the Iranian and North Korean nuclear crises), the law of the sea (e.g., disputed maritime claims in the South China Sea), and international environmental law (e.g., the conclusion of the Paris Agreement). New case study in Chapter 1 focused on the international response to the rise of ISIS. Inclusion of extended excerpts from a number of major recent Supreme Court decisions related to international law, including

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Bond v. United States (on fundamental principles of federalism and the treaty power under Article VI of the Constitution), Zivotofsky v. Kerry (on the separation of powers between Congress and the President in the field of foreign affairs), and Kiobel v. Royal Dutch Petroleum Co. (on the Alien Tort Statute). Adopts a modern, conceptual approach to the presentation of materials on statehood (including Palestinian claims to statehood), international organizations, and international dispute

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Chaffey is a digital marketing consultant and publisher of marketing advice site

SmartInsights.com. He is a visiting lecturer on marketing courses at

Birmingham, Cranfield and Warwick universities and the Institute of Direct Marketing. Fiona Ellis-

Chadwick is a Senior Lecturer in Marketing at the Loughborough University School of Business and Economics, Director of the Institute of Research

Application and Consultancy at Loughborough University,

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among transnational corporations, nations, and other key players, and their role in shaping the uneven contours of development. Mapping the changing centers of gravity of the global economy, Dicken presents in-depth case studies of six major industries. Now in full color throughout, the text features 228 figures. Companion websites for students and instructors offer extensive supplemental resources, including author videos, applied case studies with questions, lecture notes with PowerPoint slides, discipline-specific suggested further reading for each chapter, and interactive flashcards. ÿ ÿ

New to This Edition: *Every chapter thoroughly revised and updated. *All 228 figures (now in color) are new or

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is the most effective way to help an expatriate employee learn to function in the host country? How well do we understand the formation and performance of multinational alliances? Should you threaten to sue your Chinese distributor, or is friendliness a better tactic? These questions are among the issues tackled in Culture and International Business, a practical look at a complex topic. Increasingly, corporations and businesses are transnational or

multinational in scope and culture in a way that was unimaginable a generation ago. Employees may be assigned to work overseas or deal with customers, suppliers, distributors, or factories across the globe. Even in domestic offices, employees from several different countries may work side by side. If you want your business to prosper in this new global economy, you must understand the effects of cultural differences on business practices or else risk making costly, potentially

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of different attitudes toward change, gender, and risk-taking A genuinely multinational effort, the seven chapters of Culture and International Business were written by authors representing five nations on three continents. This important book is designed to help you understand a wide range of issues from several geographic areas that affect everyone doing business in the new global economy.

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coverage of the key global issues including the cultural context for global business, cross-border trade and investment, the global monetary system and competition in the global environment. GBT's concise chapters give a general introduction to international business - emphasizing the environmental factors, with less coverage of operations. Charles Hill is renowned for his attention to research trends and that is evident in Global Business Today, 4e through a variety of real world examples and cases from small, medium, and large companies throughout the world

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make the study of IB personally
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teaching in Europe, Asia and
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experience makes them
uniquely qualified to write this
textbook, which offers a*

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*This book provides a new
approach to management and
strategy in the business
environment by addressing the
issues that arise when a firm is
embedded in the nonmarket
environment, or the legal,
political, and social context in*

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other countries, and
government employees whose
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encourages critical thinking
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text is the perfect balance
between what students need
and what instructors want.***

***Why They Exist and How They
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resource for project management
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significantly evolved due to
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approaches and rapid market***

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theories and insights of
anthropology have positively
influenced the conduct of global
business and commerce,
providing a foundation for
understanding the impact of
culture on global business, and
global business on culture.*

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