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International Business: Introduction and Essentials

Donald A. Ball, etc.

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This continues to be the textbook of choice for instructors who want comprehensive coverage. A broad range of topics is dealt with, to show students the steps a business must take to go global. As the ultimate reference for the international business student, the book incorporates global examples with the worldview vignettes within the chapter. Moreover, this text does not limit its focus to huge multi-national corporations. Smaller firms are highlighted within each chapter in the Mini-MNEs boxed examples.

About the AuthorMike is the professor of Strategy and International Business, and Global Strategy and Law Professor of Marketing and INternational Business