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Charles Hill's Global Business Today, 4e (GBT) has become an established text in the International Business market for its excellent but concise 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

The arrival of the COVID-19 pandemic throughout the globe at the end of 2019 turned global business upside down. It forced the closure of many businesses, disrupted global supply chains, reduced travel across borders, and created fear about face-to-face interactions. As the lockdowns in many countries created uncertainty about the future business activities, global business leaders were scrambling to find new strategies to safely re-establish their business relationships with their stakeholders. The existing historical economic, social, and racial injustice in the American society toward Black, Indigenous, and People of Color was compounded by the COVID-19. This led the movements of the Black Lives Matter to reenergize and become a global phenomenon. The horrific and sad death of George Floyd and many others triggered huge global movements to demand respect for human rights and dignity for all. Additionally, climate change and environmental degradation have caused unprecedented forests fires, more frequent and damaging hurricanes, and migration demand a revived global business book. This third edition of Global Business: An Economic, Social, and Environmental Perspective incorporates global business issues related to COVID-19, the economic and social injustice of BIPOC, and environmental degradation where it is appropriate. The reader will understand the impact of these critical global business issues discussed in the book through examples, case studies and thought-provoking discussions. These challenges require businesses, governments, and the active engagement of citizens to succeed. The aim of this book is to bring these issues for discussion and action by these stakeholders. Each chapter includes supplementary PowerPoint slides, Test-Bank, and Teaching notes that are available for instructors only.

The global business environment is rapidly changing due to shifts in geopolitical alliances, active support of global international institutions in promoting market-oriented economic reforms, and advances in the development and use of information technology. INTRODUCTION TO GLOBAL BUSINESS, 2e addresses these challenges by providing a comprehensive analysis of the global business environment and lays the foundation for the functional tools used to better prepare you to manage the global business landscape. The text flows smoothly and clearly from concept to application, asking you to apply those learning skills into real-world personal and professional applications. The specialized author team introduces globalization through unparalleled scholarship and a world-view presentation of the fundamental pillars of the global business environment -- culture, ethics, economics, and information technology. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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This textbook is designed to help students understand the key issues of global business by connecting theory with reality. Divided into three parts, it covers critical issues of international business, introducing readers to topics they will connect with, and discussing core concepts. With a user-friendly pedagogy and a host of helpful visuals, the authors offer a practitioner's perspective on global business knowledge, examining familiar theory on trade, direct investment, and political environment alongside fresh topics, like geopolitical conflicts, emerging markets, and sustainability. Over

sixty case studies are included to illustrate the magnitude and complexity of global business involving different stakeholders. Undergraduate students looking for an introduction to international business and graduate students looking to apply their knowledge will find Global Business stimulating, since it demonstrates how theories and concepts work in real-world business settings.

A textbook with innovative real-world macroeconomic analyses of timely policy issues, with case studies and examples from more than fifty countries. This timely and refreshingly real-world focused textbook examines some of the world's most critical policy issues through a macroeconomics lens. After presenting analytical foundations, modeling tools, and theoretical perspectives, Economics of Global Business goes a step further than most other texts, with a practical look at the local and multinational tradeoffs facing economic policymakers in more than fifty countries. Topics range from income equality and the financial crisis to GDP, inflation and unemployment, and, notably, one of the first macroeconomic examinations of climate change. Written by a globetrotting economist who teaches and consults on three continents, Economics of Global Business aims not for definitive answers but rather to provide a better understanding of the context-dependent rationales, constraints, and consequences of economic policy decisions. The book covers long-run and short-run growth (with examples from the United States, China, the European Union, South Korea, Japan, Latin America, Africa, Australia, and Vietnam); financial crises and central banks; monetary and fiscal policies; government budgets; currency regimes; climate change and macroeconomics; income inequality; and globalization. All chapters rely on recent and historical examples of economic policy in action. The book is particularly suitable for use as an introduction to macroeconomics for business students.

This book demonstrates how the 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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