



International Business: Competing in the Global Marketplace (Sixth Edition), (SIE)

By Arun K. Jain, Charles W.L. Hill

Tata McGraw-Hill Education Pvt. Ltd., 2008. Softcover. Book Condition: New. 5th or later edition. The text is known for its strong emphasis on strategy, and for maintaining a tight integrated flow between chapters. It is practical in nature, focusing on the managerial implications of each topic on the actual practice of international business. Table of contents PART I: INTRODUCTION AND OVERVIEW Chapter 1 Globalization PART II: COUNTRY FACTORS Chapter 2 National Differences in Political Economy Chapter 3 Differences in Culture Chapter 4 Ethics in International Business Cases: Nike: The Sweatshop Debate Qualcomm's Chinese Odyssey Etch-a-Sketch Ethics PART III: THE GLOBAL TRADER AND INVESTMENT ENVIRONMENT Chapter 5 International Trade Theory Chapter 6 The Political Economy of International Trade Chapter 7 Foreign Direct Investment Chapter 8 The Political Economy of Foreign Direct Investment Chapter 9 Regional Economic Integration Cases: Agricultural Subsidies and Development Boeing versus Airbus: Two Decades of Trade Disputes The Politics of Trade in Steel Dixon Ticonderoga: Victim of Globalization? Drug Development in the European Union PART IV: THE GLOBAL MONETARY SYSTEM Chapter 10 The Foreign Exchange Market Chapter 11 The International Monetary System Cases: The Tragedy of the Congo The Russian Ruble Crisis and Its Aftermath PART V: THE...



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