

International Business: Managing Globalization

John S. Hill

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International Business

MANAGING GLOBALIZATION

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John S. Hill : International Business: Managing Globalization before purchasing it in order to gauge whether or not it would be worth my time, and all praised International Business: Managing Globalization:

0 of 0 people found the following review helpful. Poor Textbook from a 3.9 GPA Student's Perspective
By SpartanShopCA
International Business Managing Globalization by John S. Hill is a poorly organized book. Most of the chapters do not aid the business student in understanding what it is to be a part of, let alone run a Multi-National Enterprise (MNE). This is mainly due to its lack of sections giving the student one chunk of text in essay format; the only divisions are in chapters which are long, and far too drawn out. There are barely any to absolutely no graphs, charts, pictures, or visual aids. The material is very dense not mentioning much on essential learning concepts such as greenfield projects, licensing and franchising, wholly-owned subsidiaries, foreign exchange markets, current currency regimes, etc. Instead, in one chapter, I find myself reading the history of each continent of the world with absolutely no examples of the useful applications that can provide me when dealing with a foreign country. Instead of learning about perhaps the uncertainty level, behavior and customs, etc. of a foreign country, I am reading a year to year timeline of events. If I wanted a history book, I would have bought one and perhaps taken a class that is history. Take my word for it. The book is a horrible to relate to or read and any professor who assigns it must either be truly dense

himself/herself or just chose a book to assign to the class for the sake of choosing without even reading its contents. My professor did not even use the book and his exam questions were related to his lectures which actually talked about how to negotiate with other countries at the table, useful applications, etc. Needless to say, I resold this book the second I got the chance. AVOID AT ALL COSTS. AND I MEAN ALL COSTS!!!0 of 1 people found the following review helpful. Used but in an excellent conditionBy Fernando F.Bought this used and very happy with the quality.1 of 2 people found the following review helpful. Wrong BookBy Tim S. KruszewskiWhen i looked up the book when i was buying it i went by the isbn number. Either had the wrong number or the school gave out the wrong number. I got the wrong book same name wrong book??

"This is a wonderful text, remarkable for its breadth and freshness of approach. Hill links the often arcane world of international business to society and history. He has a good eye for the telling detail and the illuminating quotation. I shall be recommending this to my friends who are teaching, saying 'read this and get your students to stay curious.'"mdash;John Stopford, Emeritus, London Business School Reflecting a strong managerial orientation, a corporate emphasis, and a true global-local focus, *International Business: Managing Globalization* explains the whats and whys of global differences as it covers industries, competitors, regions, and markets from the perspectives of practicing managers. Author John S. Hill reviews the geographic and historic backgrounds of regions and markets in a way that no other text has done, with special focus on global supply chains, global branding, and world religions as they affect management at the local level. Key Features Integrates business topics and environmental analysis into a strategic, global-local framework Places current events in focus by covering history and geography as they affect international business Includes a unique chapter on global industry and competitor analysismdash;a common business toolmdash;but a topic not covered in other texts Covers religion as a key determiner of behaviors worldwide to help readers understand why behaviors differ depending on the local context Focuses on corporate analysis, planning, and internationalizationmdash;vital corporate practices rarely covered in other textbooks Includes both shorter and longer, more complex cases, thus appealing to both introductory and advanced courses Accompanied by High-Quality AncillariesInstructor Resources on CD are available to qualified instructors by contacting Customer Care at 1-800-818-SAGE (7243)Intended Audience *International Business: Managing Globalization* is ideal for the Introduction to Business course or for courses focusing on international or global business strategy.