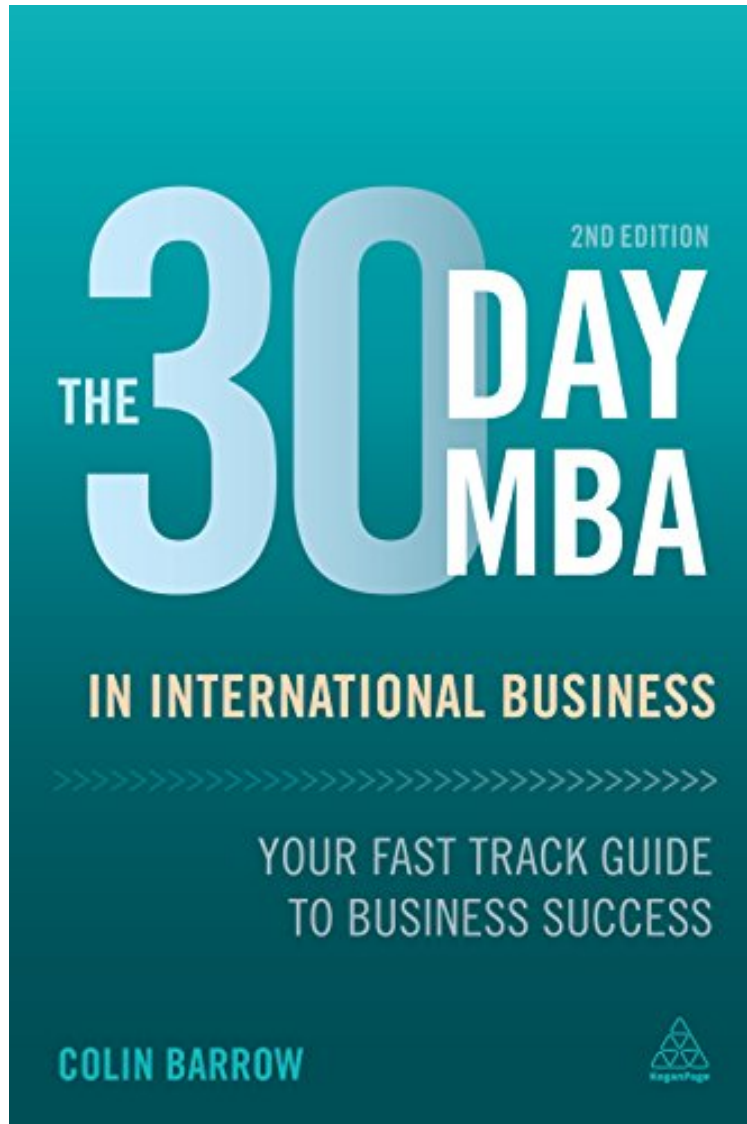


The 30 Day MBA in International Business: Your Fast Track Guide to Business Success

Colin Barrow

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As business becomes increasingly reliant on succeeding in export markets, the need for specialist knowledge in

international trade is at its highest. With thorough explanations to describe the current international business environment as well as international case studies which include IKEA, Shell, Innocent Drinks, Ford, Match.com and Ryanair, *The 30 Day MBA in International Business* will boost your knowledge and help you play a more rounded role in shaping the direction of your organization. It covers all the essential elements of international trade and business, including international marketing strategy, managing international organizations and selecting global strategic partners as well as finance, accounting and human resource management. *The 30 Day MBA in International Business* is packed with links to free resources from the top business schools as well as an online list of sources to keep you informed on all the key business issues.

About the Author Colin Barrow is the author of more than 30 books in the fields of entrepreneurship, business management and international property development, and he has authored or co-authored ten books in the *Dummies* series. He was Head of the Enterprise Group at Cranfield School of Management, a leading international business school, for ten years, and he has lectured, researched and collaborated with colleagues in business schools in the UK, US, Canada, Australia, Asia and throughout Europe. He is the author of *The Business Plan Workbook*, *The 30 Day MBA*, *The 30 Day MBA in Marketing* and *The 30 Day MBA in Business Finance* (Kogan Page).