



International Business: The Challenges of Globalization [with MyManagementLab & eText Access Code]

John J. Wild, Kenneth L. Wild

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International Business: The Challenges of Globalization presents international business in a comprehensive yet concise framework with unrivaled clarity.

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Michael says

Broad overview of a variety of topics. Seems to be oriented at increasing awareness of issues.

Alisha Hanson-Glatzel says

I even read portions of this book out loud to my hubby during road trips. Really interesting & loads of valuable information.

Kaz says

It's in English, not in German... GR's description is incorrect. It's a textbook, so it's not a big deal, right?

Shrusti Mehta says

am not able to read the book

Jiajun Chen says

QQ?
