

The book was found

Global Business



Synopsis

Introduce your students to success in global business today with a strategic approach to international business topics and unique coverage not found in other texts. GLOBAL BUSINESS, 4th Edition, is the first global business book that asks the big question, "What determines the success and failure of firms around the globe?" Globally renowned scholar and author Mike Peng answers from both an institution-based view and resource-based view in every chapter, bringing an unparalleled continuity to the learning process. The book combines an inviting, conversational style with the latest scholarly research and examples that reflect recent global developments. This edition's comprehensive set of cases from Peng and other respected international experts examines how companies throughout the world have expanded globally. All-new video cases that cover each chapter's opening case and closing case, world maps that connect geography and culture to business decisions, and unique global debate sections that draw students into cutting-edge discussions help you teach students to think independently and view business challenges from a truly global perspective. GLOBAL BUSINESS, 4th Edition's comprehensive package, including the MindTap, a personalized classroom management experience that promotes better outcomes with relevant assignments that guide students to analyze, apply, and improve thinking while you measure skills and outcomes with ease.

Book Information

Hardcover: 623 pages

Publisher: South-Western College Pub; 4 edition (January 1, 2016)

Language: English

ISBN-10: 130550089X

ISBN-13: 978-1305500891

Product Dimensions: 10.9 x 8.4 x 1 inches

Shipping Weight: 3.3 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 5 customer reviews

Best Sellers Rank: #11,188 in Books (See Top 100 in Books) #25 in [Books > Textbooks >](#)

[Business & Finance > International Business](#) #57 in [Books > Business & Money >](#)

[International](#) #101 in [Books > Textbooks > Business & Finance > Management](#)

Customer Reviews

Mike Peng is the Jindal Chair of Global Business Strategy at the Jindal School of Management, University of Texas at Dallas. A National Science Foundation (NSF) CAREER Award winner,

Professor Peng is a fellow with the Academy of International Business and listed among Thomson Reuters' The World's Most Influential Scientific Minds. His recent research awards include the Journal of International Business Studies Decade Award (2015) and the Academy of Management Perspectives Best Impact Award (2014). He holds a bachelor's degree from Winona State University, Minnesota, and a Ph.D. from the University of Washington, Seattle. Prior to joining UT Dallas, Professor Peng was on the faculty at The Ohio State University, Chinese University of Hong Kong, and University of Hawaii. In addition, he has held visiting or courtesy appointments in Australia, Britain, Canada, China, Denmark, Hong Kong, and Vietnam. This award-winning professor is widely regarded as one of the most prolific and influential scholars in global business, and he has garnered many research grants for his work. The United Nations and the World Bank have cited his work in major publications. Truly global in scope, his research focuses on firms' strategies in diverse regions such as Asia, Central and Eastern Europe, and North America. He has published over 120 articles in leading academic journals and authored five books. Professor Peng has served on the editorial boards of the Academy of Management Journal, Academy of Management Review, Journal of International Business, and Strategic Management Journal. He was the editor-in-chief of the Asia Pacific Journal of Management and is currently a senior editor of the Journal of World Business. Professor Peng is also an active trainer and consultant, and his consulting clients include AstraZeneca, Mass Transit Railway Hong Kong, SAFRAN, Springer, UK Government Office for Science, US Navy, and Texas Instruments.

The book needed for my Daughter's Class

it was what I needed but too pricey.

Book is brand new! Perfect

Interesting book and the rental process is very easy.

Good as a source for basic principals of cultural differences. Many of the case studies are written as opinions, which is not what I'd expect for an academic book.

[Download to continue reading...](#)

Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL

Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Introduction to Global Business: Understanding the International Environment & Global Business Functions Business Turnaround Blueprint: Take Back Control of Your Business and Turnaround Any Area of Poor Performance (A Business Book for the Hard-Working Business Owner) No Bull Review - Global History and Geography Regents: Global 1 and Global 2 Format Sold into Extinction: The Global Trade in Endangered Species: The Global Trade in Endangered Species (Global Crime and Justice) Business to Business Marketing Management: A Global Perspective Taiwan Business: The Portable Encyclopedia for Doing Business with Taiwan (Country Business Guides) Photography Business: "Making Money in the Music Business as a Photographer" and "How to Make Money and Grow Your Business with Portrait Parties" Business Plan Template: Complete Fill in the Blanks Sample Business Plan Proposal (With MS Word Version, Excel Spreadsheets, and 7 Free Gifts) (Starting A Business Book 2) Business Plan Writing Guide: How To Write Successful & Sustainable Business Plans (Business Plan Writing Guides Book 1) Business Valuation for Business Owners: Master a Valuation Report, Find the Perfect Business Appraiser and Save Your Company from the Looming Disasters That You Don't Yet Know About Business plan template and example: how to write a business plan: Business planning made simple Start Here: The World's Best Business Growth & Consulting Book: Business Growth Strategies from the World's Best Business Coach Business Plans that Work: A Guide for Small Business 2/E (Business Skills and Development) Food Truck Business: How To Start Your Own Food Truck While Growing & Succeeding As Your Own Boss (Food Truck, Food Truck Business, Passive Income, Food ... Truck Startup, Food Truck Business Plan,) Online Business from Scratch: Launch Your Own Seven-Figure Internet Business by Creating and Selling Information Online (Internet Business Series) Embroidery Business from Home: Business Model and Digitizing Training Course (Embroidery Business from Home by Martin Barnes) (Volume 2) Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Global Health Care: Issues and Policies (Holtz, Global Health Care)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)