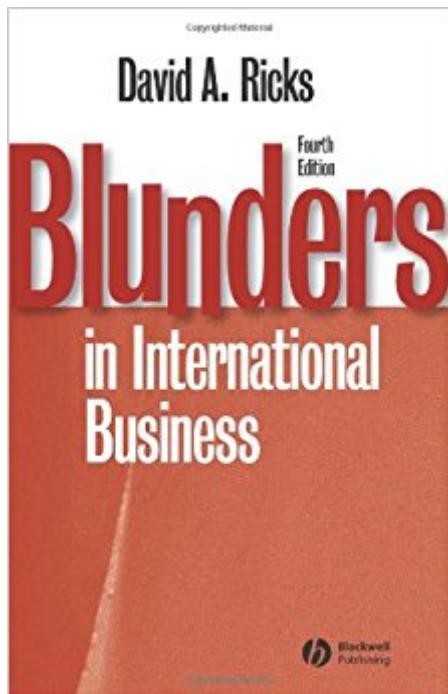


The book was found

Blunders In International Business



Synopsis

This new edition of Blunders in International Business is significantly updated and revised, full of interesting anecdotes, including dozens of new international business blunders. David Ricks has uncovered many informative and entertaining blunders that will make this book hard to put down. Features blunders from well-known corporations American Express, McDonalds, Toyota, GM, Sharwoods, Jolly Green Giant, Bacardi, Puff, AOL, BMW, and many others. Conserves its well-liked, concise format. Several well-known blunders from previous editions have been replaced in order to update the lessons learned.

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Customer Reviews

"You'll get more laughs - and knowledge - out of this book than most others on global business." ?

--This text refers to an out of print or unavailable edition of this title.

Now in its fourth edition, Blunders in International Business is significantly updated and revised, and full of interesting anecdotes, including dozens of new international business blunders. We often hear of business success stories; it seems that everyone is willing to relate past successes. However, unless these tales are absolutely incredible, we tend to forget them and consequently learn little of value. Mistakes, on the other hand, are seldom admitted, are easily remembered, and can be used to illustrate valuable lessons. In this new edition several well-known blunders from previous editions have been replaced in order to update the lessons learned. Expanded, but

conserving its well-liked, concise format, it also includes more than fifty new international business blunders, featuring well-known corporations such as American Express, McDonalds, Toyota, GM, Sharwoods, Jolly Green Giant, Bacardi, Puff, AOL, BMW, and many others. David Ricks continues to uncover many informative, entertaining blunders that will make this book hard to put down.

This was required reading for an MBA class. It's an easy to read book filled with collections of stories about all the many mistakes companies have made doing business in other countries. It's a quick read. I would have rated higher if there would have been more 'cohesion' to the book or perhaps some expansion to some of the stories but it's basically just a bunch of somewhat related quick tidbits thrown together.

This is a useful addition to any cultural coach or trainer's bookshelf. Rick's has collected many stories and examples of international misunderstandings, and there is a strong orientation towards business. There were a few slight factual problems. This is a field with a lot of urban legends and a couple have crept into the book. Run anything iffy-looking through Snopes before using it a serious presentation. My only other reservation is that many of the stories were related to language and translation issues, even though the chapter headings suggested a wider range of thought and experience.

The book itself was in much better shape than I was expecting, therefore I rated the book with 5 full stars. The book has kept me spellbound with all the different blunders in International Business, but I have yet to finish reading it. Very pleased with the book and I really liked the price.

I use this book in teaching an international business class.

I was required to read this book for my International Management class. I thought it would be another boring book, but it was anything but boring. It is actually very interesting. I've read, or seen international blunders on the internet or by email, but this book has a host of blunders that will keep you reading on and on and on. Check it out!

Fast delivery the condition was of brand new quality can't complain

Great product and seller!

This book reads fairly quickly so it's not a waste of time, but it's not a weighty book - you won't learn a ton. But you will gain a few good anecdotes that can be leveraged to make a few points in class (or work I suppose). Recommend buying a used version.

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