



Learning Solutions
Your Course, Your Way

Global Business Today 2e

Hill | Cronk | Wickramasekera

www.mhhe.com/au/hill2e

ISBN: 9780071000253

Publication date: October 2010

Subject area: International Business

Global Business Today is focused on the fundamentals of international business. Not only does this text provide coverage of the strategic imperatives of operating IB out of a small, dependent economy but it also builds a thorough worldwide orientation.

In this edition, international business Graduate Attributes have been integrated throughout and there is topical discussion of issues such as the Doha Round of trade negotiation, climate change and the rise of China and India. The authors recognise that case studies reinforce relevance and have therefore included either entirely new or significantly revised cases in every chapter.

With a concise treatment of the crucial elements of an IB course, *Global Business Today* is the ideal text for a first subject in international business.

Key features

- more maps and visual elements to engage students
- a truly global treatment and containing up to date content like the GFC
- tightly integrated flow between chapters and a strong focus on managerial implications

Additional learning resources

- EZTest Online – powerful and easy to use test generator
- Instructor Resource Manual & PowerPoints
- International Business Video DVD for instructors

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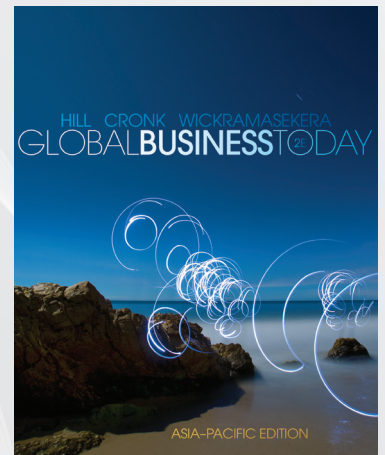
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