



Fundamentals of International Business (3rd Edition)

Michael Czinkota, Ilkka Ronkainen, Michael Moffett

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Fundamentals of International Business is an introductory international business text for use at the undergraduate level. Its comprehensive coverage of the subject also makes it appropriate for use in MBA programs. The book's content is streamlined when compared to the array of international business texts now available, but sufficiently rigorous and demanding to satisfy the professional integrity of the instructor. This text presents a balanced coverage of the subject matter, analyzing decision-making in the context of their corporate conditions.

Fundamentals of International Business incorporated cutting-edge primary source research that provides students with invaluable insights into the worldview of contemporary real-life practitioners. Also addressed are important topics that are only marginally discussed in other international business texts -- supply-chain management (logistics), countertrade, north-south economic integration, and the development of global management talent. The book also pays special attention to the roles of culture, policies, and politics, both domestic and international. The dimensions of ethics, social responsibility, diversity, and demographics are addressed through examples and vignettes. The authors appreciate the role, present and future, of corporate transparency, veracity, and vision. Specific examples include grassroots consumer pressure and sweatshops, highlighting the need for acceptable working conditions and internationally enforced standards, as well as the rise of a new type of socially conscious, organized consumer base.

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