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# M: International Business (M Series)



## Synopsis

Overview: “Globalization is not only striving to grow revenues by selling goods and services in global markets. It also means globalizing every activity of the company. . . . globalization especially means finding and attracting the unlimited pool of intellectual capital—the very best people—from all around the globe.” General Electric, “Key Growth Initiatives”

• This quote, found on the opening pages of Chapter Eleven: Organizational Design and Control, embodies the goal of this course and this new textbook. Students with degrees in business will be required to understand and maneuver in a global marketplace, and this textbook will give them the introduction they need to do just that. Their first jobs may require working with international coworkers or even relocating to foreign countries. With this in mind, Geringer, Minor and McNett set out to write a textbook that will prepare students to embrace and excel in the international business scene. With features that illustrate opportunities for careers in international business, and challenging questions that focus students on situations that may arise, this textbook grabs interest immediately, and achieves the goal of infusing each student with enthusiasm for our globalized business world.

## Book Information

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International

## Customer Reviews

Professor of marketing and international business at the University of Texas, Pan American. He was educated at the University of North Carolina, American University, and Cornell and holds a PhD from Vanderbilt University. His research focuses on comparative consumer behavior, international

marketing strategy, political risk, and the consumption of high-technology experiential products. He has published in the Journal of International Business Studies, the Journal of Consumer Marketing, International Studies of Management and Organization, the Journal of Services Marketing, International Business Review, Journal of Interactive Advertising, and elsewhere. He has written for business and popular media from PCWeek to Tennessee Business Magazine. Professor of strategy and international management at California Polytechnic University in San Luis Obispo. He earned a BS in business at Indiana University and MBA and PhD degrees at the University of Washington. He has authored or edited 14 books and monographs, over 110 published papers, and over 35 case studies; he serves on the editorial boards of several leading international academic journals; he served as the Saastamoinen Foundation Chair at the Helsinki School of Economics in Finland; he was the founding chair of the Strategic Alliances Committee of the Licensing Executives Society; he served as the chair of both the International Business and the Strategy and Policy divisions of the Administrative Sciences Association of Canada; and he is past chairperson of the Academy of Management's International Management division. His research has appeared in the Strategic Management Journal, Academy of Management Journal, Journal of International Management, Columbia Journal of World Business, Management International Review, Journal of Management Studies, Human Resource Management Journal, Long Range Planning, Organisation Studies, and Journal of Applied Psychology, among others. He has received 11 "best paper" awards for his research, including the Decade Award for most influential article from the Journal of International Business Studies. His teaching performance has earned numerous awards in the United States, Canada, Asia, Africa, Australia, and Europe, including the University Distinguished Teacher Award. He was the first recipient of the International Educator Award from Cal Poly, and he endowed a scholarship for students to work and study internationally. Professor of management at Assumption College, in Worcester, Massachusetts. She earned a Ph.D. at the University of Massachusetts Amherst and an MBA at the Cass School of Business, City University, London. She has had expatriate assignments in Germany, the UK, Saudi Arabia, Japan, and Korea. Her interests include the role of culture in international business and the pedagogy of international management. Her publications include The Blackwell Encyclopedia of Management. Vol. VI: International Management, 2nd ed., Oxford, UK: Blackwell Publishing (2005); and The Blackwell Handbook of Global Management, Oxford, UK: Blackwell Publishing (2004). Her teaching, research and presentations have received many awards, including The Roethlisberger Best Paper of the Year Award from the Journal of Management Education and the Alpha Phi Alpha Teacher of the Year Award. Her articles have been included in journals and collections focused on teaching in the

area of international business. She is an avid master rower and enjoys running, reading, and gardening.

For some reason this material is hard to digest even though it's written in English. I wish we had another textbook for my International Business class. I must say this book is cheaper than most textbooks, but it doesn't save me time as I find myself re-reading paragraphs over and over to understand the concepts. If the phrase "time is money" is true, then I would rather pay more for a book that's written in layman's terms. Also, this book defends outsourcing to other countries, which is another subject all together. I gave it 2 stars because the book is economical; otherwise, one star. I'm adding another star because each chapter shares a story of a person (usually a student) who studied and/or worked abroad. The students share their experiences, perspectives, and give sound advice. As a person thinking about studying abroad, I value that input. The (small) investment alone is worth it.

The book is simple, good format, and easy to understand. It did exactly its job as a textbook teaching about international business. There are a lot of information provided in the book, and yet it was very organized / structured for students to learn the information. If I could change one thing about this textbook, it would have to be the size of this book a bit too big to carry around and read. An ebook or Kindle version would be perfect!

The book was in great shape and it wasn't missing any pages which I really liked. Thanks to this book I was able to study and pass my class successfully

Great book.

I absolutely loved reading this book, I read this book for an International Business class that I took in community college. It covers basically all the questions that you can think of regarding International Business. I would recommend this book to anyone that is in International Business, anyone that has to communicate with people outside of their region.

very informative especially international business criteria.

I am renting the book and it was in pretty rough shape when I got it, but it served its purpose.

Easy flowing book. Not hard to look up questions.

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