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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

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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.

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