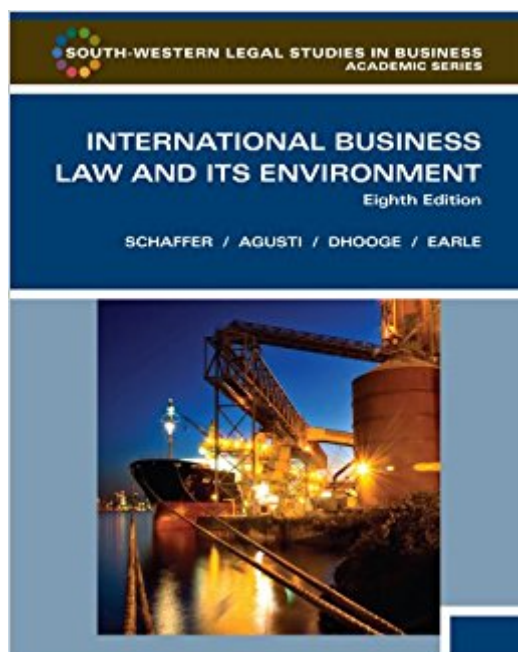




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International Business and Its Environment delivers comprehensive coverage of the legal, cultural, political, economic, and ethical issues global business managers face. Focusing on the trade, licensing and investment life-cycle that many domestic (new-to-international) and multinational organizations experience, the authors present the market-entry strategies, increasing levels of penetration into foreign markets, and set of risks that firms encounter during each life-cycle phase. From protecting and licensing intellectual property to learning the special challenges of doing business in developing countries and non-market-economies, the 8th Edition helps you understand the most important and emerging issues in global business law through its cutting-edge cases and real-world examples, relevant case questions, managerial problems, and ethics activities.

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Richard Schaffer, J.D., LL.M. is a retired Professor Emeritus of Business Law in the Department of Finance of the Walker College of Business at Appalachian State University. He taught for twenty-five years in the areas of business law, international business transactions, and the law of international trade and investment, and founded the university's international business and business study abroad programs. Prior to academia, Professor Schaffer worked with the United Nations examining the relationship between corrupt practices, multinational corporations, and socio-economic development. He also served as rapporteur of UN working groups on international economic crime. He has consulted for business schools and industry trade groups, as well as industry. Professor Schaffer received his J.D. from the University of Mississippi and his LL.M. from

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Hearing Committee on Attorney Discipline.

This thorough and intense law textbook teaches fundamentals of international business law to the core. It is a really good resource.

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