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INTRODUCTION TO GLOBAL BUSINESS: UNDERSTANDING THE INTERNATIONAL ENVIRONMENT & GLOBAL BUSINESS FUNCTIONS (INTERNATIONAL EDITION)



Cengage Learning, Inc. Paperback. Book Condition: new. BRAND NEW, Introduction to Global Business: Understanding the International Environment & Global Business Functions (International edition), Harold Bierman, Leonard Bierman, Antonio Arreola-Risa, James W. Kolari, Richard T. Hise, The global business environment is rapidly changing because of shifts in geopolitical alliances, active roles of global institutions, and advances in information technology. Gaspar et al. "Introduction to Global Business, 1E, International Edition" introduces the comprehensive foundational and functional tools to better prepare students for...

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