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Charles Hill ' s Global Business Today, 4e (GBT) has become an established text in the International Business market for its excellent but concise coverage of the key global issues including the cultural context for global business, cross-border trade and investment, the global monetary system and competition in the global environment. GBT ' s concise chapters give a general introduction to international business - emphasizing the environmental factors, with less coverage of operations. Charles Hill is renowned for his attention to research trends and that is evident in Global Business Today, 4e through a variety of real world examples and cases from small, medium, and large companies throughout the world

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A nation's economic success depends on the capacity of its companies and trading organizations to develop business relationships, trade and do business in the international arena. Doing business across borders subtly changes the processes and skills the successful manager needs. Cultural, social, geographic and legal factors serve to complicate the picture. The mantra for managers today is think global, act local. In this handbook the authors concentrate on the big developments that currently are happening at an international level. They consider how managers operating in the global business landscape must change what they do to create advantages and remain competitive. The Global Business Handbook is based on the structure of the very successful I ÉSEG International School of Management's programme on international management. It includes a global focus, backed by the latest research on different aspects of international business carried out in different parts of the world.

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This text's user-friendly format, manageable length, and up-to-date real world examples enable students to experience business firsthand. 'Business in Action' takes students on an engaging exploration of the fundamentals, strategies, and dynamics that make the business world work.