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The Global Business Environment: Challenges And Responsibilities



Synopsis

This bestselling textbook steers a course through the challenges of global business and charts the responsibilities that fall on organizations today. As globalization engulfs an ever wider range of societies and industries, a sound understanding of the forces and influences impacting on businesses is invaluable. This book acts as your navigational guide through the complexities and risks of rapidly-changing business environments. Combining a comprehensive introduction to the business environment with a thoroughly international perspective, *The Global Business Environment* covers all students need to know on Global Business Environment and International Business courses. Enhanced by Janet Morrison's characteristically clear, authoritative writing style, and an unrivalled range of learning features, the book offers all the tools to help you learn, revise and think critically about the global business environment: International case studies: 36 case studies invite you to explore a diverse range of businesses, industries, governments and individuals, from all corners of the globe, from Australia and China to Iran and Mozambique. Global Business in Action videos: These insightful interviews link to practice, giving you a chance to learn how real life managers and business people tackle the challenges of running international businesses. Critical thinking: Thought-provoking features in every chapter encourage debate on key issues from governance to environmental sustainability and business ethics, developing skills you can carry beyond your business degree into working life. Innovative digital resources: An interactive ebook allows you to access rich media at your fingertips, with a wealth of additional learning and teaching materials (including updated case studies, lecture slides, MCQ testbank and more) available on the book's companion website.

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