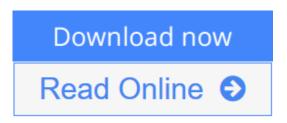


Introduction to International Business (Modular Texts in Business and Economics)

By Stuart Wall, Bronwen Rees, Geoff Black



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"International Business "is truly a comprehensive and global introduction to the subject. Written in scholarly yet accessible writing style, this text is highly applied to the issues and problems facing corporate decision makers in international business. The book has been structured with reader-accessibility firmly in mind: each chapter features a summary of key concepts and self-test questions, as well as guidance for further study and references. A core modular text for undergraduate courses on International Business. Also appropriate as a supplementary reading on equivalent courses in Europe and on MBA programmes.

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