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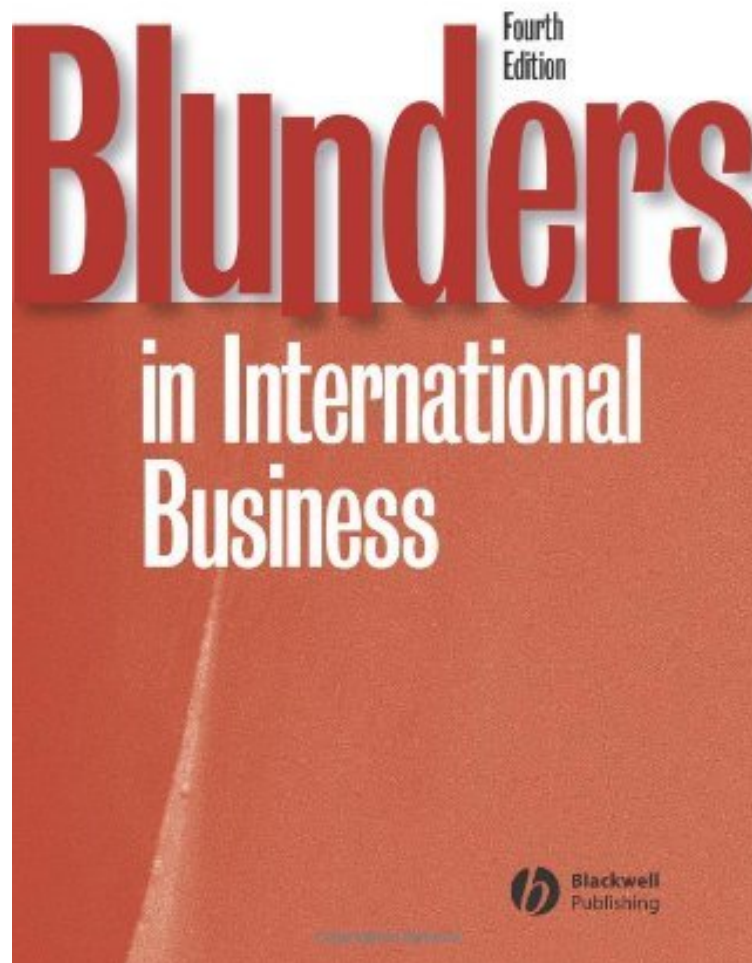
## Blunders in International Business

*David A. Ricks*

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**David A. Ricks : Blunders in International Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Blunders in International Business:

0 of 0 people found the following review helpful. Quick readBy The Helpful DadThis was required reading for an MBA class. It's an easy to read book filled with collections of stories about all the many mistakes companies have made doing business in other countries. It's a quick read.I would have rated higher if there would have been more 'cohesion' to the book or perhaps some expansion to some of the stories but it's basically just a bunch of somewhat

related quick tidbits thrown together. 0 of 0 people found the following review helpful. Useful, tends towards translation issues  
By Glynis G. Ross-munro This is a useful addition to any cultural coach or trainer's bookshelf. Rick's has collected many stories and examples of international misunderstandings, and there is a strong orientation towards business. There were a few slight factual problems. This is a field with a lot of urban legends and a couple have crept into the book. Run anything iffy-looking through Snopes before using it a serious presentation. My only other reservation is that many of the stories were related to language and translation issues, even though the chapter headings suggested a wider range of thought and experience. 0 of 0 people found the following review helpful.  
Blunders  
By John E. Johnson The book itself was in much better shape than I was expecting, therefore I rated the book with 5 full stars. The book has kept me spellbound with all the different blunders in International Business, but I have yet to finish reading it. Very pleased with the book and I really liked the price.

This new edition of *Blunders in International Business* is significantly updated and revised, full of interesting anecdotes, including dozens of new international business blunders. David Ricks has uncovered many informative and entertaining blunders that will make this book hard to put down. Features blunders from well-known corporations American Express, McDonalds, Toyota, GM, Sharwoods, Jolly Green Giant, Bacardi, Puff, AOL, BMW, and many others. Conserves its well-liked, concise format. Several well-known blunders from previous editions have been replaced in order to update the lessons learned.

"You'll get more laughs - and knowledge - out of this book than most others on global business." ?From the Back Cover  
This new edition of *Blunders in International Business* is significantly updated and revised, full of interesting anecdotes, including dozens of new international business blunders. Some of the well-known old blunders have been replaced in order to update the lessons learned. The new edition, expanded but conserving its well-liked, concise format, includes more than fifty new international business blunders, featuring American Express, McDonalds, Toyota, GM, Sharwoods, Jolly Green Giant, Bacardi, Puff, AOL, BMW, and many others. Mistakes in business, errors no one wants to admit, and stories of disaster and crisis no one cares to recount can illustrate valuable lessons and strategies for coping with similar situations in the future. David Ricks continues to uncover many informative, entertaining blunders that will make this book hard to put down.  
About the Author  
David A. Ricks is Distinguished Professor of International Business at the University of Missouri, St Louis, and Visiting Professor at the Wirtschaftsuniversitauml;t in Vienna, the Helsinki School of Economics and Business and the University of Hawaii. He has written eleven other books, including three about international business blunders which have been featured on the Today show, in the Wall Street Journal, and in numerous other publications.