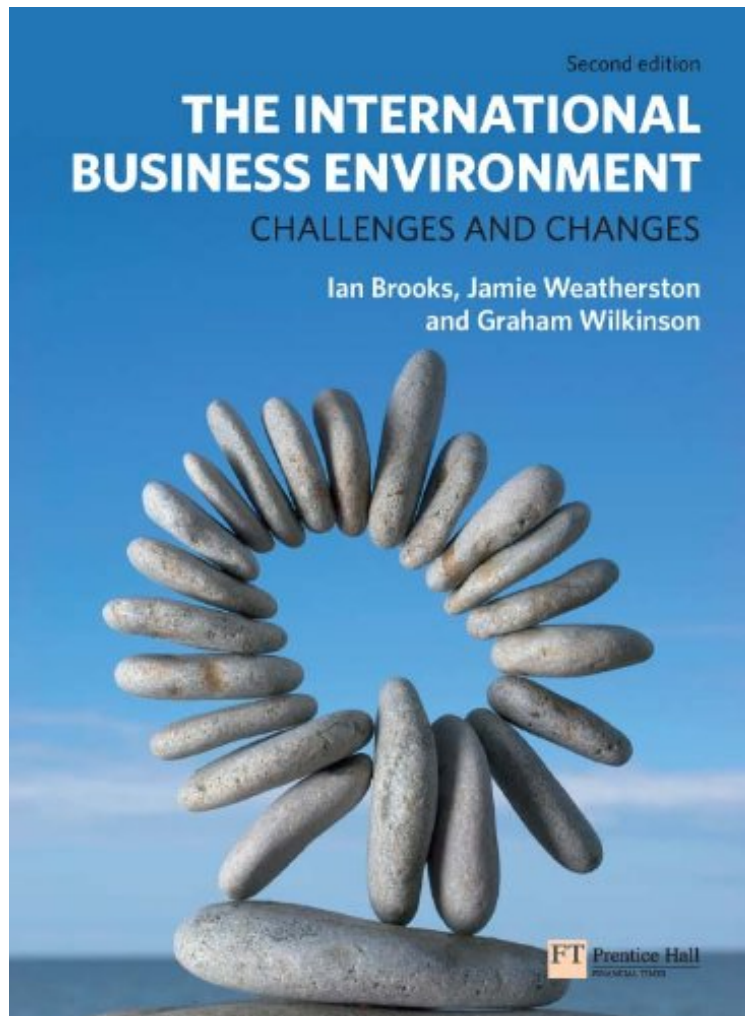


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## The International Business Environment: challenges and changes

*Ian Brooks, Jamie Weatherston, Graham Wilkinson*  
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**Ian Brooks, Jamie Weatherston, Graham Wilkinson : The International Business Environment: challenges and changes** before purchasing it in order to gage whether or not it would be worth my time, and all praised The International Business Environment: challenges and changes:

This engaging text offers a comprehensive introduction to the global environment that businesses operate in today. It addresses the key issues and institutions within economic, political and legal frameworks, as well as the impacts of social, cultural, technological and environmental developments. Responding to an increasingly international business environment, the book offers a truly global perspective and broad and discursive coverage of the external environment that businesses operate in today. Maintaining a strong business focus throughout, the book offers valuable pedagogical support including exercises and case studies that cover a broad range of organisations from across the world. Regular

mini-cases, chapter summaries, references and further reading also aid learning. Now in full colour for the first time, this text offers a clear and well-designed layout, including full-colour maps that enable the reader to visualise the international context and think critically about different perspectives. Aimed at undergraduate students taking an introductory module on the context and environment of business as part of an International Business, Business Studies or Management degree.

From the Back Cover This engaging text offers a comprehensive introduction to the international business environment. It addresses the key issues and institutions within economic, political and legal frameworks, as well as the impacts of social, cultural, technological and environmental developments. Responding to an increasingly international business environment, the book offers a truly global perspective and broad and discursive coverage of the external environment that businesses operate in today. Maintaining a strong business focus throughout, the book offers valuable pedagogical support including exercises and case studies that cover a broad range of organisations from across the world. Regular mini-cases, chapter summaries, references and further reading also aid learning. Now in full colour, this text offers an appealingly clear and well-designed layout, including full-colour maps that enable the reader to visualise the international context and think critically about different perspectives. Aimed at undergraduate students taking an introductory module on the context and environment of business as part of an International Business, Business Studies or Management degree. Features

- Truly international perspective
- Comprehensive business focus covering all aspects of business environment
- Longer and shorter cases that represent a range of industries in public and private sectors
- Mini-cases and discussion questions offer regular opportunity to reflect on real-world application
- Contemporary data and examples bring immediate relevance to the subject
- Independence of chapters allows material to be used flexibly
- References to relevant websites at the end of each chapter.