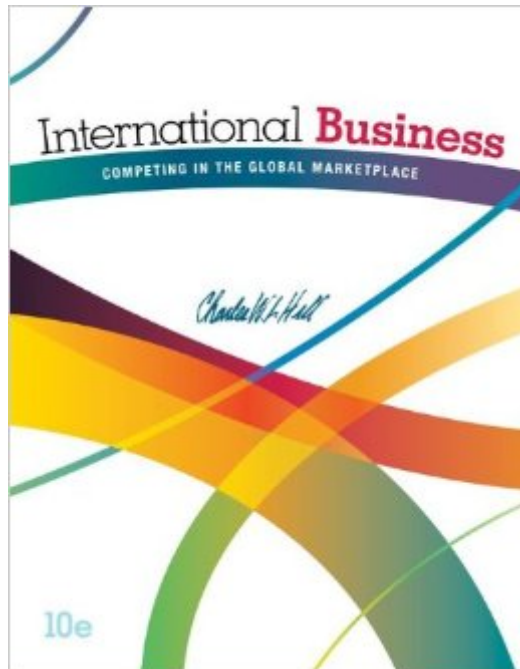


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# International Business: Competing In The Global Marketplace



## Synopsis

Market-defining since it was introduced, *International Business: Competing in the Global Marketplace* by Charles W. L. Hill, sets the standard. Hill draws upon his experience to deliver a complete solution—print and digital—for instructors & students by being: Integrated & Progression of Topics Application Rich & Strong on Strategy Current & Thought Provoking Relevant & Actual Practice of International Business

## Book Information

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## Customer Reviews

The international edition of the 7th edition of *International Business* is a steal! It's the same as the hardcover US edition textbook word for word, but it's about \$80 cheaper. As far as the textbook itself, it is very informative and easy to read.

I have used Charles Hill's textbook since 5th edition - it is now in 8th. While some aspects do dip into the arcane, especially economic theory, the book is the best I have found to produce a solid basis for an introduction to international business. That said, in my view the textbook is not enough. The instructor must use resources such as the NY Times, WSJ and Economist. This is a very fast changing business field, and is headline driven. Relying solely on this textbook offers the students too little insights into fast changing paradigms and models. Warning to instructors - the class supplements (Ppt charts, exam questions) have gotten weaker and you will need to supplement them with the above resources to ensure a vibrant and modern classroom experience.

This edition barely differs at all from previous editions and is already out of date. There is already a 9th edition being utilized. The index is horrible! I'm using it for an online class and it is very hard to refer back to something. Thin pages, bright white backgrounds, and TONS of extra stories added. I prefer simplicity, so this definitely wasn't my favorite.

The book was what I expected. Exactly like the non-international version but saved me a lot of money! It is an Indian Version but there is nothing different in regards to the actual content of the book. Definitely recommend buying this textbook instead of the regular version.

The book has some nice case studies, and the layout is easy to read. The case studies vary from edition to edition, so be aware if you're using a different edition than what your class requires! Otherwise, it does a good job teaching the basic concepts of international business.

I believe this was a version of the book released in India. From what I could tell it was the same as the American eBook and hard cover word for word, although not page for page. I bought this book brand new for the very inexpensive price of \$21 in comparison to the \$275 hard cover book which sells on . However, it had about a half dozen blank pages in which two had pertinent information needed for assignments. It is a great buy at \$50 brand new if you have access to a professor or classmates who can fill in the blanks.

Very good book about the basics of international business. It was initially introduced to us in our Master program in the university. And the professor used the book as the main teaching material for the Globalization subject. It is a very useful book. This edition (the international edition) is much cheaper and is a good alternative to the original book. Seems much similar to the contents but with no colors.

Outstanding Tool for Inter. Trade, its a fresh outstanding source of knowldegde that will give students and professional the "cutting edge" in IB , this book is simply one class above the lot. complete and for 1/8 of its regular US version price .Written in a very clear N concise language to understand, easy to digest and assimilate its contents. The best book I've ever read in IB! This book will procure you the necessary tools to understand the concepts and startegy for international trade. A very useful approach to International logistics.

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