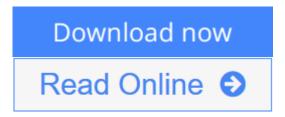


Global Business Today

By William Hernández Requejo, Charles W. L. Hill



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Charles Hill's "Global Business Today", has become an established text in the International Business market for several key reasons: it is comprehensive and up-to-date, it goes beyond an uncritical presentation and shallow explanation of the body of knowledge, it maintains a tight, integrated flow between chapters, it focuses on managerial implications, it makes important theories accessible and interesting to students, and it incorporates ancillary resources that enliven the text and make it easier to teach. The success of the first six editions of "Global Business Today" has been based in part upon the incorporation of leading edge research into the text, the use of the up-to-date examples and statistics to illustrate global trends and enterprise strategy, and the discussion of current events within the context of the appropriate theory. Our research has shown that students and instructors alike enjoy the interesting, informative, and accessible writing style of GBT - so much so that the writing has become Charles Hill's trademark. In addition to boxed material which provides deep illustrations in every chapter, Hill carefully weaves interesting anecdotes into the narrative of the text to engage the reader.



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Editorial Review

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Charles W. L. Hill is the Hughes M. Blake Professor of International Business at the School of Business, University of Washington. Professor Hill received his PhD in industrial organization economics in 1983 from the University of Manchester's Institute of Science and Technology (UMIST) in Great Britain.

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