

Global Business Today



[Global Business Today_ 下载链接1](#)

著者:Charles W. L. Hill

出版者:McGraw-Hill Ryerson Higher Education

出版时间:2008

装帧:Paperback

isbn:9780070984110

The second Canadian edition of Hill/McKaig Global Business Today continues to provide instructors with the comprehensive coverage, accessible presentation of theory, and focus on managerial implications found in the Canadian edition and the original US edition. The new edition maintains a Canadian perspective on international business and helps students relate core concepts to their own experience. A superior technology support package supports teaching and student success.

作者介绍:

Charles Hill received his Ph.D. in industrial organization economics from the University of Manchester's Institute of Science and Technology. He has received numerous awards for teaching excellence in both the undergraduate, MBA, and executive MBA programs at the University of Washington.

Thomas McKaig is Adjunct Professor at the Department of Marketing and Consumer Studies at the University of Guelph where he teaches in the Undergraduate and Executive MBA programs. He is a Certified International Trade Professional (CITP). He

earned his Diplome for his thesis on Canada--EEC Trade Relations and Certificat majoring in International Relations and minoring in European Economics, also at the Institut des Hautes Etudes Europeennes of the Université de Strasbourg III (now Université Robert Schuman). He earned his Honours BA in Political Science from the University of Ottawa. Thomas has worked in the Middle East, Africa, East and West Europe, Central Asia, and North, Central, and South America. He is fluent in English, French, German, and Italian, with proficient Spanish and intermediate Russian. Thomas McKaig provides advisory services in diverse industries, pinpointing and delivering strategic realignment solutions in areas of business development, operations and management reviews, international trade research, and training. He is Principal in Thomas McKaig International Inc. (TMI), an international development firm (www.tm-int.com).

目录:

[Global Business Today_ 下载链接1_](#)

标签

Textbook

评论

[Global Business Today_ 下载链接1_](#)

书评

[Global Business Today_ 下载链接1_](#)