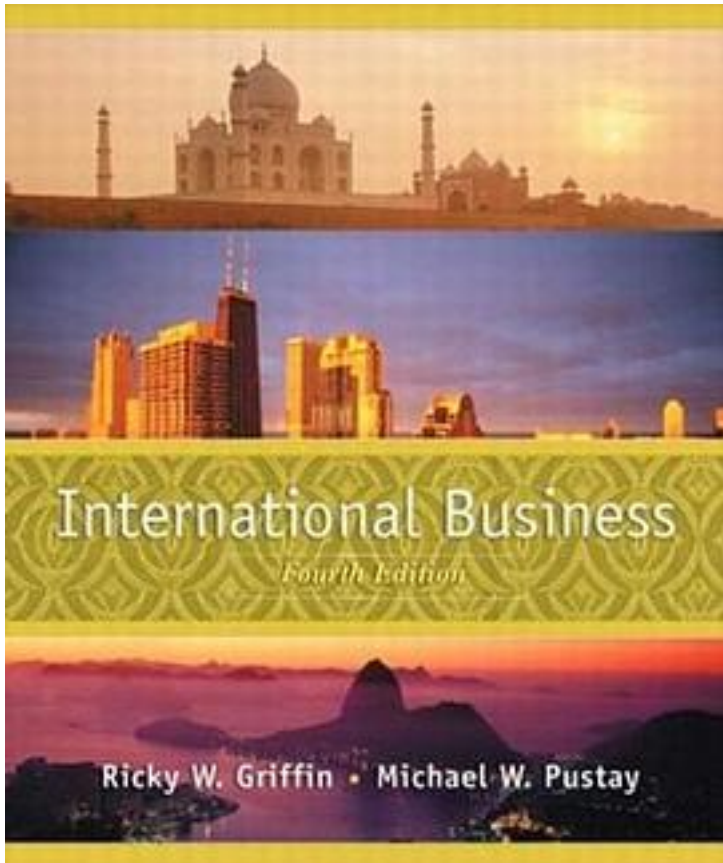# International Business

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Traditionally, international business (IB) texts survey the field from a U.S. perspective, going on to compare the U.S. to the rest of the business world. This text addresses IB from a purely multinational perspective. International Business is examined from the U.S. angle, going on to address IB issues from other countries' perspectives, what we call the 'Reverse Perspective'. In accomplishing the U.S. and the Reverse Perspective

approaches, the authors interview business executives and politicians from a number of countries, i.e. the U.S., Canada, Mexico, Brazil, Colombia, Argentina, India, Hong Kong, Taiwan, China, Japan, South Korea, Germany, Italy, Russia, etc. The interviews are incorporated at appropriate points in the text as first-hand information providing a multinational flavor to IB from each country's representatives. Cases include: Air Arabia, Gap, Diebold Inc, Matsushita, AMSUPP, NIKE, China Eastern Airlines, Luton & Dunstable Hospital, Harley Davidson, Cassis de Dijon, Green investments in Belize, Chicago Food and Beverage Company, and Advanced Software Analytics. This title covers international business issues from a multinational perspective. There is a focus on different groups of countries, i.e. developed, newly developed, developing, and EU. Unique structure with multinational issues covered in the first four parts. Then specific countries of the world presented in the fifth part where multinational/IB issues from the first four parts become especially meaningful. Each chapter features the Reverse Perspective Case that provides material for discussion and/or case analysis from a global perspective not necessarily that of the U.S. This title features a Website to support the text and lecturer.

作者介绍:

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