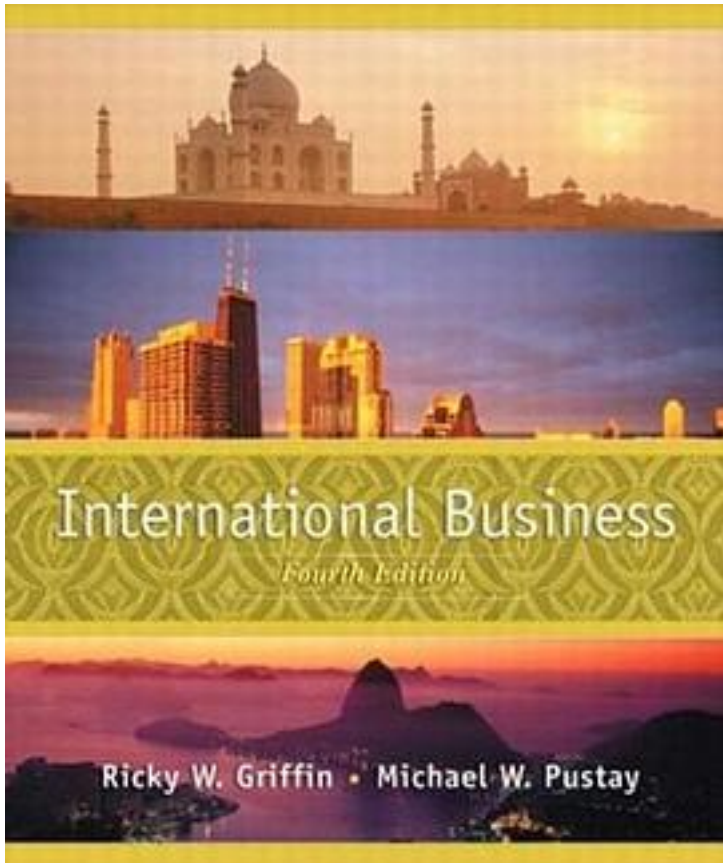


International Business



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"International Business: The Challenge of Global Competition, 9e", by Ball, McCulloch, Geringer, Frantz and Minor continues to be the textbook of choice for instructors who want comprehensive coverage and adopters who like to cover a broad range of topics and to show students the steps a business must take to go global. More than any other text in this market, "International Business, 9e" has the most complete and current

data available in this market. As the ultimate reference book for the international business student, Ball, McCulloch, Geringer, Frantz and Minor incorporate global examples with the Worldview vignettes within the chapter. Moreover, this text does not limit its focus to huge multi-national corporations; smaller firms are highlighted within each chapter in the Small and Medium-sized Enterprises boxed examples.

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