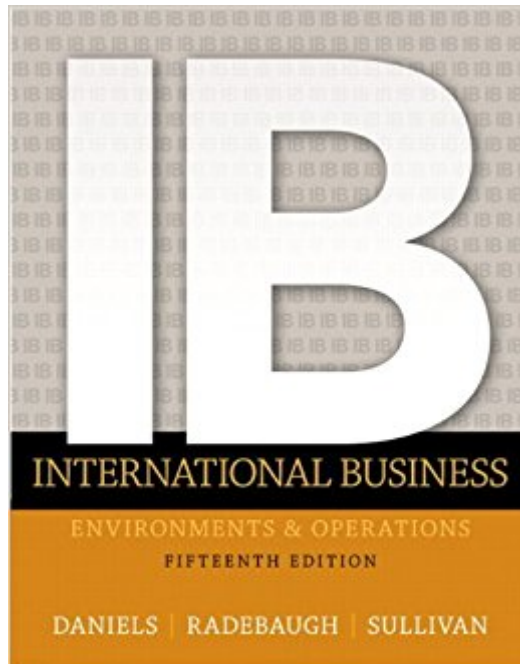


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International Business (15th Edition)



Synopsis

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Customer Reviews

fm.author_biographical_note1 --This text refers to an out of print or unavailable edition of this title.

This purchase was for a requirement for my college course. It is certainly not a favorite subject of mine but I did gain a lot of knowledge in the course. The book is structured in a very logical way and is well written. I personally find the topic a bit dry but the writers make it easy to digest.

Exactly as required for class

I bought this book for a class and it has a lot of useful information. However, since this is not the only class i am taking and since sometimes i have multiple chapters to complete in a week, the chapters feel overwhelming and too much to read. Buyers be ready that this is a big heavy book. Don't get me wrong, reading is one of my favorite hobbies, but trying to combine this book's reading with many other tasks is quite difficult. Still, the authors do a good job in having current global situations being illustrated and including interesting facts student can learn from.

This book was rough to read as far as textbooks go. It seemed like the author put their own opinion in at some times.

This book is a very interesting read if you have the time. I'm doing an international business course at university and if you take in to consideration a lot of what they say and apply it it can be a very useful tool. Some of their points are debatable but it's the same with every text book. The point counterpoint sections do a brilliant job of giving both sides of a lot of interesting topics.

Very well written college textbook, with relevant examples.

Book is in perfect condition!

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