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Stuart Wall, Bronwen Rees

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This Online Course Pack consists of International Business, Second Edition, by Stuart Wall and Bronwen Rees (ISBN: 0273685910), plus access to a Pearson Education Online Course (ISBN: 0273700308).

International Business provides an accessible and theoretically rigorous introduction to the subject. Starting with an in-depth analysis of the environmental factors, the book then examines the functional and operational issues which organisations face in doing business internationally. This coherent structure is supported by a strong pedagogical framework within the text, and further substantial resources available on a companion website. The second edition of the text offers a thorough update of all material. New and revised cases and examples are extended to incorporate FT articles and extracts, allowing students to see the practical applications of the key concepts. Ideally suited for undergraduate and postgraduate degrees and modules in International Business, its accessibility will also appeal to "non-specialist" students from disciplines outside business and management who take an elective module in the subject.

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