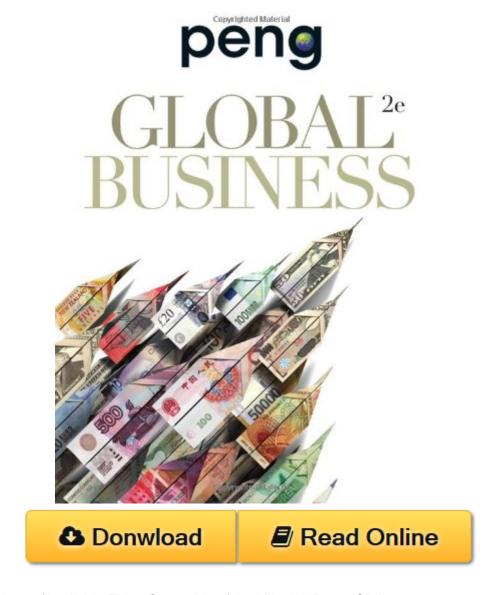
## Global Business (Available Titles CourseMate) PDF



Global Business (Available Titles CourseMate) by Mike W. Peng ISBN 1439042241 Introduce students to success in global business today with strategic approach and unique coverage found in GLOBAL BUSINESS, 2E. Written by renowned international instructor, author, and consultant Mike Peng, GLOBAL BUSINESS is the first truly global global business book to answer the big question, "What determines the success and failure of firms around the globe?" This edition blends both an institutional-based view and resource-based view throughout every chapter for an unparalleled continuity in the learning process. The book combines an inviting, conversational style with the latest research and examples throughout every chapter, including the impact of the 2008-2009 global economic crisis. A comprehensive set of cases from Mike Peng and other respected international experts examine how companies throughout the world, including Brazil's Embraer, China's Hauwei, and India's Tata Motors, have expanded globally. All-new video

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