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John J. Wild, Kenneth L. Wild - pdf download free book

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*For courses in International Business*

### **Cultural Understanding in International Business**

***International Business: The Challenges of Globalization*** is a comprehensive introduction to the difficulties of global entrepreneurship. By employing engaging features and real world examples through a concise and focused text, the **Eighth Edition** presents a fresh take on the subject that is both interesting and invaluable to readers.

The material has been thoroughly updated based on both reader and instructor feedback and ongoing changes in the international business world to ensure that it remains up-to-date and well received by audiences. Focusing on relating major concepts to concrete examples, this hands-on text is highly relevant to a future career as a global entrepreneur.

***International Business*** addresses the issue of cultural barriers that arise in global business, as well as the theory and terminology essential to the process of conducting successful business abroad. Its brief yet inclusive coverage of all major international business topics make it the ideal introductory text for readers exploring this subject.

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