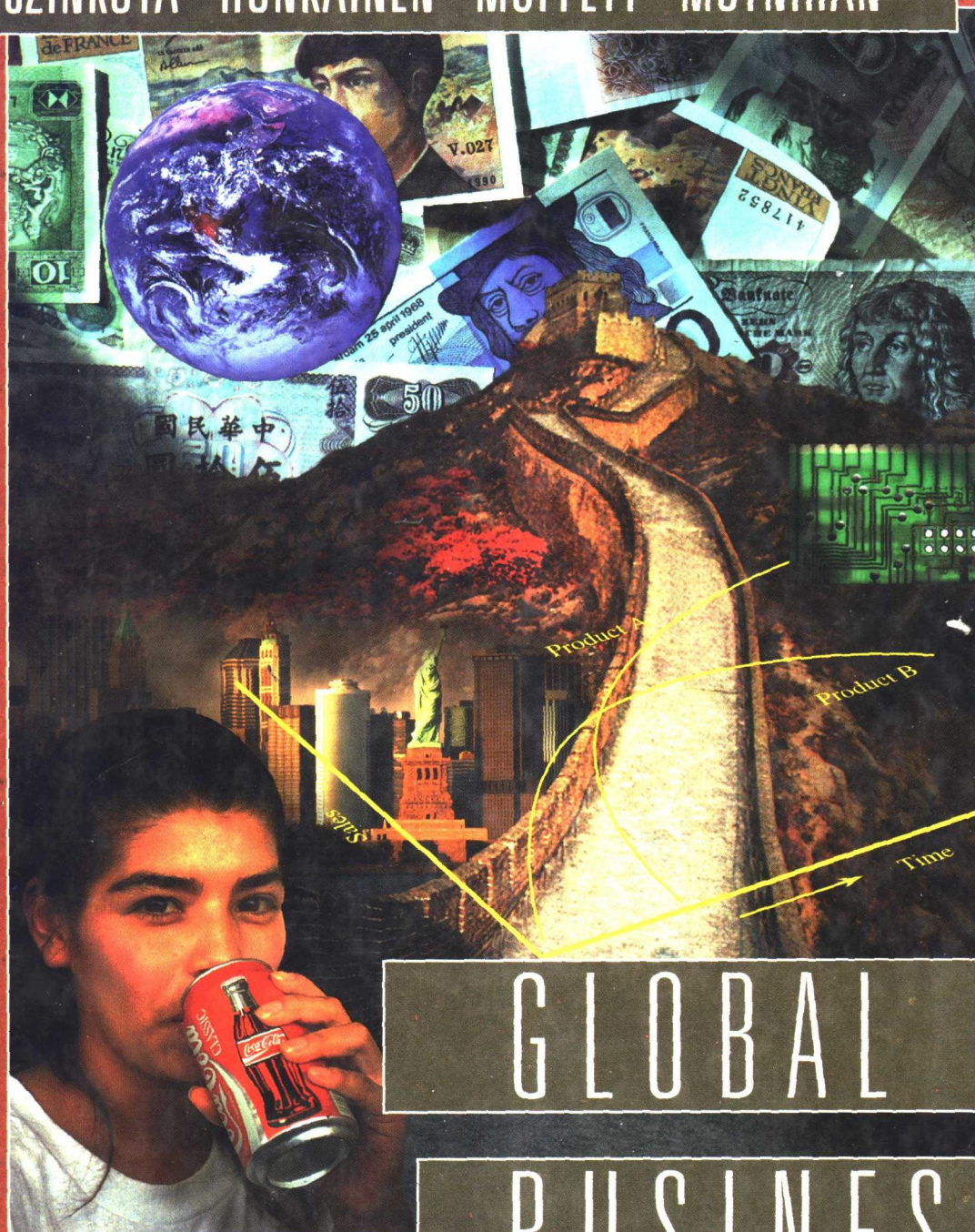


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GLOBAL

BUSINESS

GLOBAL BUSINESS

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PREFACE

Global Business is designed specifically as an introductory international text for use at the undergraduate level. Its comprehensive coverage of the subject also makes it appropriate for use in MBA programs.

From the outset, it was intended that *Global Business* would be both an improvement and simplification of the array of international business texts now available but still be rigorous and demanding enough to satisfy the professional integrity of the instructor.

The ever-growing cultural diversity of students attending U.S. colleges and universities has also influenced the development of this text. These students not only bring to the classroom a richness in cultural backgrounds but also exhibit a wide range of learning experiences. The authors of *Global Business* are sensitive to these conditions and to the educational opportunities they present to instructors.

Coverage

The text emphasizes global consideration of the international activities of small and medium-sized firms as well as those of large multinational corporations. It presents a balanced coverage of the subject matter that one would expect from authors with extensive business, consulting, writing, and teaching experience. Important topics only marginally or rarely discussed in most international business texts are given more-than-adequate exposition; these include physical distribution (logistics), countertrade, north-south economic integration, the development of international management talent, and future career roles for women in global business.

Organization

Global Business contains 15 streamlined chapters, which translates into one chapter per week for the traditional 15-week semester. Five parts of two to four chapters each organize the text to flow logically from introductory material to the international environment to marketing and financial considerations in an international marketplace.

Up-to-Date Research

Extra effort has been made to provide extensive current research information. Chapter notes are augmented by lists of relevant recommended readings. These resources enable the instructor and the student to incorporate additional information where it is useful and desirable. The data are current through April 1994.

Dramatic Illustrations

The text contains many dramatic illustrations to help the student understand complex concepts, such as the global integration of manufacturing and marketing of the Ford Global Car Program in Chapter 1 and the logistical solutions presented by the use of third-generation shipping vessels and related equipment in Chapter 13.

Cultural Sensitivity

Global Business is sensitive to the diverse cultural backgrounds of students. For example, Global Perspective 8.2 highlights the Mexican celebration of “the Day of the Dead” with quotations from the renowned Mexican poet, Octavio Paz. In a similar manner the appendix to Chapter 5 focuses on Latin American economic integration.

In-Depth Tables and Figures

Many of the tables and figures have been specifically designed and developed to enhance student understanding of the text material.

Marginal Glossary

An extensive marginal glossary makes it easier for students to define and understand key terms. An end-of-the-book glossary contains all key terms and definitions in a convenient alphabetical form.

Cases and Video Support

The text is supported by twelve cases, eight of which are accompanied by a supporting video case. Challenging questions for each case encourage in-depth discussions of the material covered in chapter and allow students to apply their knowledge.

Maps

To increase the geographic literacy of students, the text contains excellent maps that provide the instructor with the means to demonstrate concepts visually, such as political blocs, socioeconomic variables, and transportation routes.

Contemporary Realism

Each chapter offers a number of Global Perspective and Learning Experience boxes that highlight actual contemporary business situations. Global Perspectives can be used to reinforce chapter examples, or as mini-cases. As such, they will assist the instructor in stimulating class discussion and aid the student in understanding and absorbing the text material. Learning Experiences feature discussions of recent and critical events in international business.

Simplified Language

Throughout the text every effort has been made to present complex ideas in easy-to-understand language, with the aim of making *Global Business* very reader-friendly.

COMPREHENSIVE LEARNING PACKAGE

Instructor's Manual and Test Bank

The text is accompanied by an *Instructor's Manual* designed to provide in-depth assistance to the professor. For each chapter of the text, the manual provides suggestions for teaching, questions for discussion, an overview of the chapter's

objectives, and answers to all end-of-chapter Review and Discussion Questions. Answers are provided for all the questions that follow the end-of-part cases. Video teaching notes are provided for each video case that appears in the text. In addition, an annotated list of suggested films and videos is provided as an extra resource. The *Test Bank* portion of the manual provides over 700 questions with a wide range of incisive true/false, multiple choice, short answer, and essay questions for each chapter.

Computerized Test Bank and RequestTest

All the questions in the printed Test Bank are available on computer diskette in DOS, Windows, and Macintosh-compatible form. Adopters also can request customized tests with Dryden's special service, RequestTest, by simply calling the toll-free number, 1-800-447-9457. Dryden will compile test questions according to a requestor's criteria and then either mail or fax the test master to the user within 48 hours.

Study Guide

A complete *Study Guide*, written by Charles W. Beem of Bucks County Community College, is available to students. The *Study Guide* contains application exercises, self-test questions, vocabulary review questions, mini-cases, and a set of mapping exercises to help students learn and reinforce basic geography principles while emphasizing the information learned from the text. This *Study Guide* is designed to enable students to obtain the maximum benefit from the course.

Acetate Package

A package of 102 transparency acetates, which features text art and maps, is available. The acetates are accompanied by detailed teaching notes that include summaries of key concepts.

Videos

New and re-edited videos are available to accompany *Global Business*. The video package features segments from the PBS Adam Smith series and popular Dryden videos such as McDonald's in Moscow and Lakewood Forest Products. Each of the eight segments provides video support for the cases in the text.

Laser Disc

All line art illustrations (graphs, tables, and figures) from both *Global Business* and *International Marketing* will be available to professors on laser disc. The laser disc enables the professor to easily project and discuss any illustration for the class to view.

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