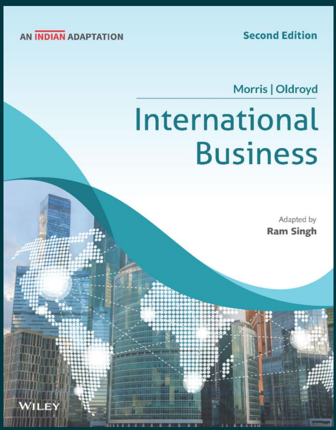

International Business, 2ed (An Indian Adaptation)

By Shad Morris, James Oldroyd, Ram Singh

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Description

This book on International Business focuses on issues of globalization demonstrating how it has helped nations and societies to transform their political and economic systems as well as how nations can further reorient their systems to specific national, industrial, and societal needs. It further demonstrates how companies can enter international markets, manage the marketing, financial, HR, and supply-chain operations of a business enterprise in diverse global markets, and expand and diversify in vast global markets with right business strategies for wealth maximization as well as ensuring sustainability.

About the Author

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Shad Morris is the Georgia White Fellow and Associate Professor of International Business at the Marriott School of Business, Brigham Young University. He has been a visiting professor at the Indian School of Business, China Europe International Business School, and the Copenhagen Business School. He has been a Fulbright Scholar and is a Research Fellow at Cambridge University. In addition, Professor Morris conducts research and consults in many emerging markets within Asia, Latin America

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