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International Business: Competing In The Global Marketplace



Synopsis

Market-defining since it was introduced, *International Business: Competing in the Global Marketplace* by Charles W. L. Hill, sets the standard, and is the proven choice for International Business. Hill draws upon his experience to deliver a complete solution, and has partnered with G. Tomas M. Hult from Michigan State University to continue to deliver a program that is:

- Integrated Progression of Topics with Results-Driven Technology
- Focused on Practical Applications of Concepts
- Timely, Comprehensive Coverage of Theory

Book Information

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Customer Reviews

Charles W. L. Hill is the Hughes M. Blake Professor of International Business at the School of Business, University of Washington. Professor Hill received his Ph.D. from the University of Manchester's Institute of Science and Technology (UMIST) in Britain. In addition to the University of Washington, he has served on the faculties of UMIST, Texas A&M University, and Michigan State University. Professor Hill has published over 50 articles in peer-reviewed academic journals, including the *Academy of Management Journal*, *Academy of Management Review*, *Strategic Management Journal*, and *Organization Science*. He has also published two college texts: one on strategic management and the other on international business. Professor Hill has served on the editorial boards of several academic journals, including the *Strategic Management Journal* and *Organization Science*. Between 1993 and 1996, he was consulting editor at the *Academy of Management Review*. Professor Hill teaches in the MBA, Executive MBA, Management, and Ph.D. programs at the University of Washington. He has received awards for teaching excellence in the MBA, Executive MBA, and Management programs. He has also taught customized executive

programs. Professor Hill works on a consulting basis with a number of organizations. His clients have included ATL, Boeing, BF Goodrich, Hexcel, House of Fraser, Microsoft, Seattle City Light, Tacoma City Light, Thompson Financial Services, and Wizards of the Coast.

Good broad spectrum coverage of essential topics

Solid book on International business. Much more economical than a school book store, and it arrived on time for my daughter's first assignments.

For the class it worked fine. Book was in good condition. Rental fee is nice and small! Not a book I would want outside of class though. Too wordy with kinda small print.

The book is comprehensive and works for my class, it's just the construction of the book is a bit funny. For such a pricy book, the cover was put on backwards and upside down. Does not impede me reading it, just gave me a bit of confusion when first opening it.

Of the textbooks I have used this is actually well written and easy to follow along. It is written in everyday English which is great for someone just learning the business world lingo.

Yes, I received an "A"! Thanks

New book, great!

Good. My school book store costs \$350, but i bought is for \$220. Good deal :)

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