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Global 2, Student Edition



Synopsis

Created through a "student-tested, faculty-approved" review process, *GLOBAL, 2E* is an engaging and accessible solution to accommodate the diverse lifestyles of today's learners. Introduce students to success in global business today with strategic approach and unique coverage found in GLOBAL, 2E. Written by renowned international instructor, author, and consultant Mike Peng, GLOBAL, 2E is the first truly 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 on global business made by Japan's recent "triple" disaster and the escalating violence in Libya. A comprehensive set of cases from Mike Peng and other respected international experts examine how companies throughout the world, including South Africa's SABMiller, China's Pearl River, and India's Tata Motors, have expanded globally. All-new video cases, world maps, and unique global debate sections that draw students into cutting-edge discussions help readers view business challenges from a truly global perspective. GLOBAL, 2E's comprehensive package, including the CourseMate course management system, helps you teach students to become savvy, effective managers within today's global business landscape.

Book Information

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Customer Reviews

"Readability was exceptional. I liked Peng's writing style." "I find readability, accessibility, and writing

style superb.""Wonderfully written! Good examples, style, easily explained!"

Mike Peng is the Jindal Chair of Global Business Strategy at the Jindal School of Management, University of Texas at Dallas. A National Science Foundation (NSF) CAREER Award winner, Professor Peng is a fellow with the Academy of International Business and listed among Thomson Reuters' The World's Most Influential Scientific Minds. His recent research awards include the Journal of International Business Studies Decade Award (2015) and the Academy of Management Perspectives Best Impact Award (2014). He holds a bachelor's degree from Winona State University, Minnesota, and a Ph.D. from the University of Washington, Seattle. Prior to joining UT Dallas, Professor Peng was on the faculty at The Ohio State University, Chinese University of Hong Kong, and University of Hawaii. In addition, he has held visiting or courtesy appointments in Australia, Britain, Canada, China, Denmark, Hong Kong, and Vietnam. This award-winning professor is widely regarded as one of the most prolific and influential scholars in global business, and he has garnered many research grants for his work. The United Nations and the World Bank have cited his work in major publications. Truly global in scope, his research focuses on firms' strategies in diverse regions such as Asia, Central and Eastern Europe, and North America. He has published over 120 articles in leading academic journals and authored five books. Professor Peng has served on the editorial boards of the Academy of Management Journal, Academy of Management Review, Journal of International Business, and Strategic Management Journal. He was the editor-in-chief of the Asia Pacific Journal of Management and is currently a senior editor of the Journal of World Business. Professor Peng is also an active trainer and consultant, and his consulting clients include AstraZeneca, Mass Transit Railway Hong Kong, SAFRAN, Springer, UK Government Office for Science, US Navy, and Texas Instruments.

Nice iem

The book was very interesting and informative. I think I learned a lot from the material. Unfortunately, the book and associated assessments contained inconsistencies/errors, far too many for educational material and the cost. What happened to copy-editing and proofreading?

I had to buy this for my international business class. It has a lot of real life examples and szenarios in it which I really liked.

The information is easy to read but I do not like how the maps are tear-out cards in the back of the book. You either have to flip to the back of the book, or risk losing one of the maps.

Even though the book is older edition, most of the information is still relevant. Easy to read and understand. I would recommend this book.

Great book!!!

Fast shipping, can't wait to use for my class

brought it for college.... its like 10 times cheaper.. lol...

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