

International Business: Challenges in a Changing World


By Janet Morrison

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Editorial Review

Review

"Janet Morrison's widely respected writing and clarity of organisation are evident once again in this excellent book. With just the right depth and breadth, the text will serve as a superb core textbook for undergraduates or as the perfect primer at post-graduate level. The well-placed country focus boxes, case studies and supplemental materials are crafted for developing further critical understanding at a variety of levels. This is a beautifully written, comprehensive expedition into the complex subject of international business."--Jennifer Lane Lee, University of Liverpool, UK

"International Business by Janet Morrison is certainly an outstanding text in international management education. It has a strong and comprehensive profile in its integration of theory and practice. Further, its detailed analysis of CSR practices differentiates this book and contributes to the field of international business."--Jens Gamelgaard, Copenhagen Business School, Denmark

"International business is a complex field and hard to grasp. This book gives an excellent overview and is a must-read for every student in the subject."--Henk W Volberda, Rotterdam School of Management, Netherlands

Review

"This is a very clear, balanced and extremely comprehensive introductory text for IB... The subject coverage is superb - the best I have read at this level. Fully comprehensive and cogent, with relevant and topical case studies that reinforce the topics. This is the best book I have come across in a while" - **Jennifer Lane Lee, Liverpool University**

"I think the book as a whole is coherent and well balanced, providing an up-to-date introduction to the subject with a strong focus on societal and environmental impacts. The subject coverage is contemporary and comprehensive, offering the tutor great flexibility to use at different levels and for different lengths of courses. Great attention has been given to the social and environmental concerns, which distinguishes it from many other textbooks in this subject." **Yi Zhu, Middlesex Business School**

"The strongest point of Morrison is the critical look and the European flavour." - **Hannu Seristo, Helsinki School of Economics**

From the Back Cover

This fresh new text introduces IB from a truly global and contemporary perspective. Packed with case studies drawn from an impressive spectrum of countries, **International Business** enables students to link theory with practice and encourages critical thinking. Particular emphasis is placed on key issues such as the growing role of SMEs and entrepreneurship in IB, ethics, CSR, corporate governance and global warming.

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