

International Business: Competing in the **Global Marketplace**

By Charles W. L. Hill



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Market-defining since it was first introduced, International Business 7e by Charles W. L. Hill, continues to set the standard for international business textbooks. In writing the book, Charles Hill draws on his experience in teaching, writing, and global consulting to create the most thorough, up-to-date, and thought-provoking text on the market. Because many issues in international business are complex, the text explores the pros and cons of economic theories, government policies, business strategies, organizational structures, etc. Hill's: International Business is known for its strong emphasis on strategy, and for maintaining a tight integrated flow between chapters. Hill's book is practical in nature, focusing on the managerial implications of each topic on the actual practice of international business. The author's passion and enthusiasm for the international business arena is apparent on every page as he strives to make important theories interesting, informative, and accessible to all students.



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Editorial Review

About the Author

Charles Hill received his Ph.D. in industrial organization economics from the University of Manchester's Institute of Science and Technology. He has received numerous awards for teaching excellence in both the undergraduate, MBA, and executive MBA programs at the University of Washington.

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