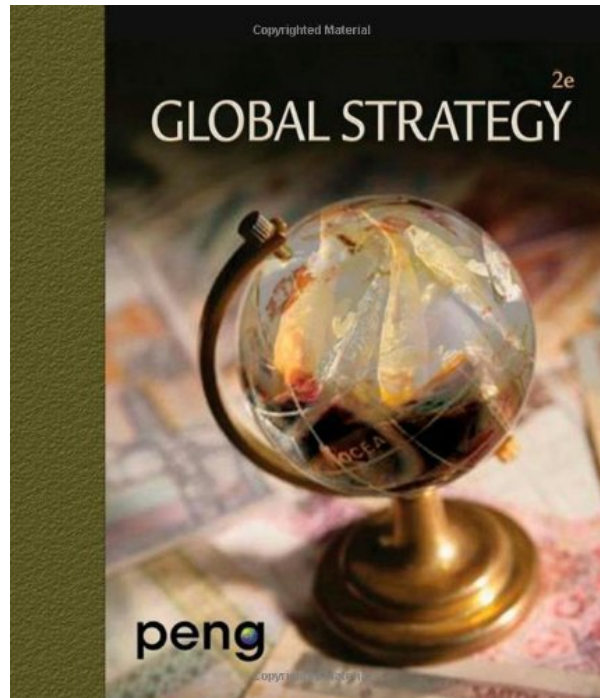
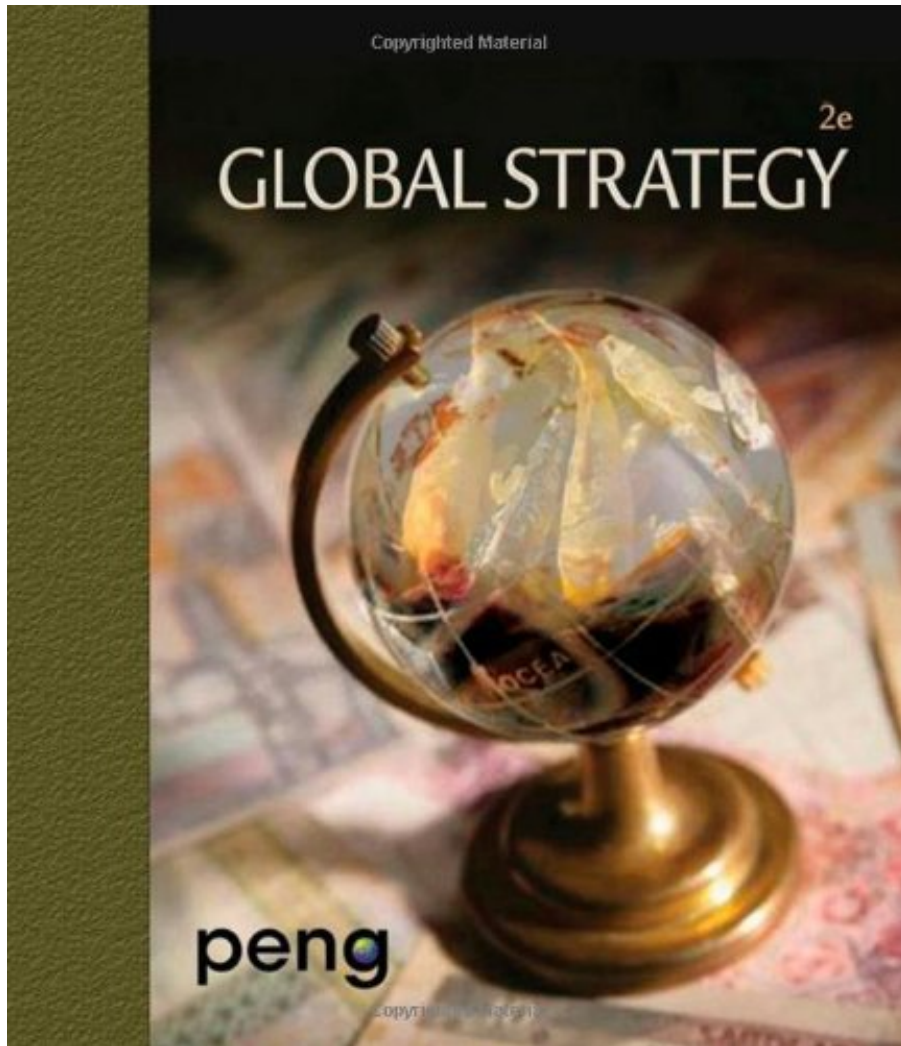


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Review

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5 of 5 people found the following review helpful.

Great book for International Business/Strategy class

By Yi Jiang

As a professor, I have used several books for International Business classes and I have to say there are Global Business books that should have been titled as International Politics or American Business. This book has a good balance between country analyses such as EU regulation, privatization in emerging economies, and company perspectives such as entering into foreign countries, creating synergy between divisions. The cases cover companies from a lot of countries; they provide enough information to complement the chapters but are not too long so that it's easy to read through. My students and I enjoyed this book very much!

4 of 5 people found the following review helpful.

Teach Our Students How to Fish

By Li Sun

As a PhD student teaching global strategy and international business, I like this book, not only for its comprehensive theoretical framework, but also for its openness for a series of debates on globalization. The theoretical framework can help students analyze the complex global business environment. More importantly, a series of debates can open their eyes, and can help them build more skills to deal with challenges in a globalizing world (think about the current buzz on offshoring and outsourcing).

Many textbooks attempted to teach students how to arrive at "correct" answers. They just tell students what is already known, and do not describe the sorts of problems that the professional may be asked to solve and the variety of techniques available for their solution. This textbook deviates from the rest of pack, because the author tries to integrate many new fronts (and yes, even debates!) in the academic and practitioner world (see the long list of references) and cultivates a "global mental set" based on his rich experience in many countries. What is most refreshing is that the author does not give a single answer or simple evaluation for many questions, but provides many possible approaches to widen the reader's mindset. In fact, every chapter has a beefy section devoted to "Debates and Extensions," with no given conclusions.

Even vivid business cases will fade quickly and be forgotten in this dramatically changing world. So a set of "divergent thinking skills" will play a more important role in helping students develop long-term capabilities in their career success. Through this book, students will learn how to recognize and evaluate many problems to which no unequivocal solution has yet been given, find an arsenal of techniques (industry-based view, resource-based view, and institution-based view) for approaching these problems, and develop "global

mental sets" to judge the relevance of these techniques and to evaluate the possible solutions.

The ancient Chinese philosopher Laozi once said: "Give a man a fish and you will feed him for a day; but teach him how to fish and you will feed him for a lifetime." Truly, this exciting book may teach our students how to fish!

0 of 0 people found the following review helpful.

If it's required you need to read it anyway....

By racerdoug76

pretty dry, but hey, it's a textbook; what do you expect. I would not buy this book for casual reading; but if you need it for a class you really don't have a choice anyway....

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