



M: International Business (M Series)

Michael Geringer, Michael Minor, Jeanne McNett

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Overview:

“Globalization is not only striving to grow revenues by selling goods and services in global markets. It also means globalizing every activity of the company. . . . globalization especially means finding and attracting the unlimited pool of intellectual capital?the very best people?from all around the globe.”

? General Electric, “Key Growth Initiatives”

This quote, found on the opening pages of Chapter Eleven: Organizational Design and Control, embodies the goal of this course and this new textbook. Students with degrees in business will be required to understand and maneuver in a global marketplace, and this textbook will give them the introduction they need to do just that. Their first jobs may require working with international coworkers or even relocating to foreign countries. With this in mind, Geringer, Minor and McNett set out to write a textbook that will prepare students to embrace and excel in the international business scene. With features that illustrate opportunities for careers in international business, and challenging questions that focus students on situations that may arise, this textbook grabs interest immediately, and achieves the goal of infusing each student with enthusiasm for our globalized business world.

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Paula Adame:

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