International Business: The Challenges of Globalization presents international business in a comprehensive yet concise framework with unrivalled clarity. Real-world examples and engaging features help to bring the concepts to life and make international business accessible for all students.

Culture Early and Often
Culture is a fundamental element of all international business activity. This book’s presentation of culture sensitizes students to the lives of people in other nations. Culture appears early (Chapter 2) and is integrated throughout the text, using culture-rich chapter openers and lively examples of how culture affects international business. Covering culture in this way gets students interested in chapter material because it illustrates how concepts relate to the real world.

Accessible Material
A successful book for the first course in international business must be accessible to students. We describe conceptual material and specialized business activities in concrete, straightforward terms and illustrate them appropriately. This approach—presenting complex material in an accessible manner—helps students to better master the material.

Integrative Approach
The model detailed in Chapter 1 is a unique organizing framework that helps students to understand how the elements of international business are related. It depicts a dynamic, integrated system that weaves together national business environments, the international business environment, and international business management. It also shows that characteristics of globalization (new technologies and falling barriers to trade and investment) are causing greater competition.
This book’s pedagogy stands apart from the competition:

- **Chapter-opening company profiles** are brief, easy-to-read introductions to each chapter’s content. Companies profiled are on the leading edge of their industries and inherently interesting to students. They include YouTube, Cirque Du Soleil, PepsiCo, Air Canada, Datawind, Walmart, Nexen, Bombardier, Nintendo, Lululemon, Spin Master, and Red Bull.

- **Entrepreneur’s Toolkit boxes** underscore the key roles that entrepreneurs and small businesses play in our global economy. This feature profiles successful international entrepreneurs and highlights issues especially relevant for entrepreneurs.

- **Global Manager’s Briefcase boxes** address issues that pose special problems for managers of global companies. Topics include corruption issues, doing business in Mexico, surprises that can occur when investing abroad, and negotiating market entry strategies.

- **Culture Matters boxes** present the relation between culture and a key chapter topic. For example, Chapter 2 presents the importance of businesspeople developing a global mindset and avoiding cultural bias.

- **Global Challenges boxes** present special obstacles facing the world that concern businesses, such as global organized crime (illustrated by the Japanese yakuza) and improving the health of the world’s poor.

- **Bottom Line for Business sections** conclude chapters and explain the impact on managers and their firms’ policies, strategies, and activities abroad.

- **Quick Study concept checks** help students to verify that they have learned the section’s key terms and important concepts before moving on.

- **Full-Colour World Atlas**, which appears as an appendix to Chapter 1, is a primer for students to test their knowledge of world geography and acts as a reference tool throughout the course.

- **Learning Objectives** focus on the main lessons students should take away from the material and are summarized in bullet-point format at the end of the chapter.

- **Beacons** provide students with a “roadmap” of how chapters relate to one another. These beacons appear at the start of each chapter and are appropriately titled “A Look Back,” “A Look at This Chapter,” and “A Look Ahead.”

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**Tools for Active Learning**

Well-planned end-of chapter assignment materials span the full range of complexity to test students’ knowledge and ability to apply key principles. They are often experiential in nature to help students develop international business skills and make business decisions. Assignment material includes the following:

- **Talk It Over questions** can be used for in-class discussion or as homework assignments. These exercises raise important issues currently confronting entrepreneurs, international managers, policy makers, consumers, and others.

- **Take It to the Web assignments** ask students to conduct research using the Internet. Web Site Report exercises send students to specific Web sites to research a single company, or ask students to locate information using the Web.

- **Practicing International Management cases** ask students to analyze the responses of real-world companies to the issues, problems, and opportunities discussed in each chapter.

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