



International Business: An Integrated Approach

John J. Wild, Kenneth L. Wild, Jerry C.Y. Han

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For undergraduate courses in International Business. This text applies a cross-functional approach to the study of international business. By including examples of companies from around the world, it provides students with an unbiased, global perspective on business. Clear, straightforward explanations of difficult material supported by informative illustrations make this text accessible to all students. This text covers culture early and integrates culture discussion throughout the text.

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