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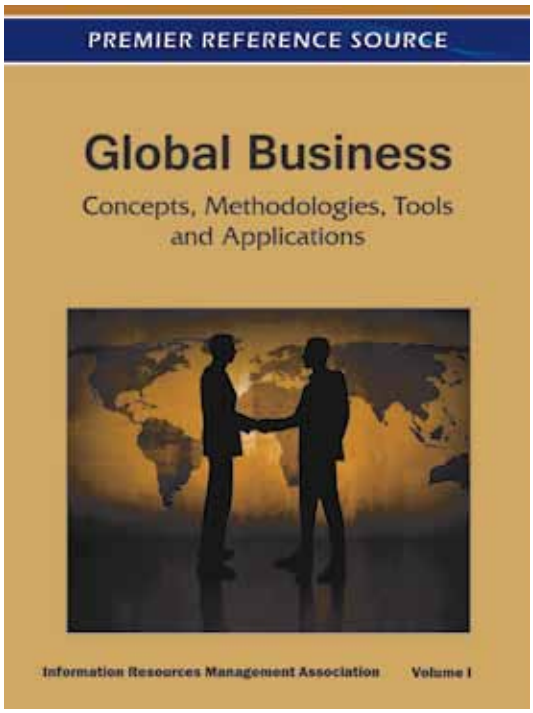
Global Business: Concepts, Methodologies, Tools and Applications



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Information Resources Management Association, USA

Global business is an integral part of our modern economy. Most companies—large or small, international or local—are affected by the global marketplace. The growing number of agents in the international market creates strong demand for timely and insightful scholarship in the field.

Global Business: Concepts, Tools, and Methodologies, Tools and Applications is designed to provide students and scholars with an in-depth body of knowledge from the cutting-edge of modern business research. This multi-volume reference examines critical issues and emerging trends in global business. With topics ranging from managing new information technology in global business operations to ethics and communication strategies, this collection is a valuable reference tool for academics and practitioners alike.

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