

An Excellent Addition to Your Library!

Released: October 2014

Handbook of Research on Global Business Opportunities



Part of the Advances in Business Strategy and Competitive Advantage Book Series

Bryan Christiansen
(PryMarke, LLC, USA)

In the modern globalized economy, it is important for businesses of all sizes to take advantage of the opportunity to enter diverse markets around the world. Through an international presence, organizations can remain competitive.

The **Handbook of Research on Global Business Opportunities** combines comprehensive viewpoints and research on various business enterprises from around the world in companies of all sizes and models, discussing different aspects and concerns in the global business environment such as corruption, taxation, supply chain management, and economic impacts. This handbook is an essential reference source for business executives from both large and small firms, business scholars, researchers, academics, students, and professionals.

Topics Covered:

- Business Law
- Business Networks
- Competition
- Global Business Trends
- Human Resource Management
- Internet Business Options
- Marketing and Sales
- Supply Chain Management

ISBN: 9781466665514; © 2015; 602 pp.

Print: US \$365.00 | Perpetual: US \$550.00 | Print + Perpetual: US \$730.00

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

Bryan Christiansen has been the Chairman of PryMarke, LLC since 2004, a Business Analytics and Management Consultancy in Michigan, USA. He has also been an Adjunct Business Professor since 2003 at Capella University and Ellis University (formerly Ellis College of New York Institute of Technology) in the USA and Gumushane University in Turkey. Born in Washington, DC and raised in Asia, Bryan is fluent in Chinese, Japanese, Spanish, and Turkish and has traveled to 38 countries during his 27-year business career with Global 500 firms and smaller. Bryan is an avid writer on business and education subjects and is currently based in Istanbul, Turkey where he is doing research for future books on these topics. Bryan holds a Bachelor's degree in Marketing from the University of the State of New York and an MBA degree from Capella University. He will complete his Doctor of Business Administration (DBA) degree in International Business at Walden University in 2013.



www.igi-global.com

Publishing Academic Excellence
at the Pace of Technology Since 1988

Order Your Copy Today!

Name: _____

Organization: _____

Address: _____

City, State, Zip: _____

Country: _____

Tel: _____

Fax: _____

E-mail: _____

Enclosed is check payable to IGI Global in
US Dollars, drawn on a US-based bank

Credit Card Mastercard Visa Am. Express

3 or 4 Digit Security Code: _____

Name on Card: _____

Account #: _____

Expiration Date: _____