

International Business Strategy, Management, and the New Realities, is a component of an innovative educational system we have been developing over the past several years. The system represents an innovative and exciting approach to teaching international business. The insight we gained from comprehensive research research to teaching international business. The insight we gained from comprehensive research and discussions with hundreds of practitioners, students, and faculty have been instrumental in refining our pedagogical philosophy and resources. The book attempts to impart the core body of knowledge in international business in an interesting and lively manner. Our teaching system works from the ground up, where cases, exercise, and management skill buliders are seamlessly integrated and matched to the topics covered in each chapter.

