

van Tulder

Global Business

Managing Risk and Responsibility Across Borders

The global financial crisis of recent years has demonstrated the business as usual approach is no longer acceptable. This change is particularly felt in the world of international business. Rob van Tulder's popular textbook is radically revised to take account of the new business paradigm. Starting with the basics of international business, the text quickly moves on to discuss and analyze the dilemmas associated with international corporate responsibilities. In bridging the gap between globalization and corporate responsibility, this new edition establishes itself as uniquely well positioned to introduce and move beyond the core concepts required for a class in international business. With an extensive companion website and teaching materials, this textbook can be used with advanced undergraduate level as well as with postgraduates on courses from international business, business ethics and corporate social responsibility.



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