



International Business: Text and Cases

Sanjayp.K. Yadav Misra

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Today, with the pervasive impact of globalization and liberalization sweeping across the globe, exerting its influence on both the developed and the developing nations, business is no more confined to the national borders of a country. More and more companies are spreading their business to markets abroad (for example, Tata Consultancy Services and Infosys Technologies spreading their business to USA and elsewhere) or acquiring new companies (for instance, Tata acquiring the Corus and the Land Rover and Jaguar, or reversely, Vodafone acquiring Hutch). International business, therefore, has become such an important area of study for students of management and commerce.

This comprehensive and easy-to-read text tries to lay bare the ramifications and complexities of international business. Divided into six sections, the book provides a harmonious blend of concepts and applications of international business. What distinguishes the text is the emphasis it lays on the Indian cases and the Indian scenario through the provision of many cases and illustrative examples.

However, the book goes beyond the Indian context by giving international cases, thus imbuing the text with a global business flavour.

Primarily intended as a text for undergraduate and postgraduate students of Business Administration, MBA, MIB and postgraduate students of Commerce, the book would be of great value also to practising managers.



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