

Preface

This book is intended to provide professors and students with the essentials of international business, including key aspects of international trade, management, marketing, accounting, and finance for entrepreneurs. It assumes that students have already completed introductory business courses and are ready to take the next step—venturing into international business!

This text does not focus on international business theory. Instead, it provides students with a detailed approach to developing an international business venture while providing international business stories from both well-known business owners and international executives. The text provides up-to-date information, including examples of how countries and business owners responded to the COVID-19 pandemic. In addition, classroom-assessed cases based on actual small business challenges and opportunities are included.

International business offers students the challenges of their respective academic disciplines combined with an introduction to world markets. As such, many tables and charts are included to help provide the necessary background data.

In addition to the short cases at the end of each chapter, there is a test bank with true/false, multiple-choice, and essay questions. Assigning each student a country to research for potential exports is a suggested beneficial exercise. Finally, following Chapter 12, more detailed cases are included that can be assigned individually or as a group project.

My best wishes to you and your students as you spend the semester exploring and learning about international business!

Online and Print Options

This text is available in multiple versions: online, in PDF, and in print as either a paperback or loose-leaf text. The content of each version is identical.

The most affordable version is the online book, with upgrade options that include the online version bundled with a print version. What's nice about the print version is that it offers you the freedom of being unplugged—away from your computer. The people at Academic Media Solutions recognize that it's difficult to read from a screen at length and that most of us read much faster from a piece of paper. The print options are particularly useful when you have extended print passages to read.

The online edition allows you to take full advantage of embedded digital features, including search and notes. Use the search feature to locate and jump to discussions anywhere in the book. Use the notes feature to add personal comments or annotations. You can move out of the book to follow web links. You can navigate within and between chapters using a clickable table of contents. These features allow you to work at your own pace and in your own style as you read and surf your way through the material. (See “Harnessing the Online Version” for more tips on working with the online version.)

Harnessing the Online Version

The online version of *Introduction to International Business* offers the following features to facilitate learning and make using the book an easy, enjoyable experience:

- **Easy-to-navigate/clickable table of contents**—You can surf through the book quickly by clicking on chapter headings or first- or second-level section headings, and the Table of Contents can be accessed from anywhere in the book.

- **Key terms search**—Type in a term, and a search engine will return every instance of that term in the book; then jump directly to the selection of your choice with one click.
- **Notes and highlighting**—The online version includes study apps such as notes and highlighting. Each of these apps can be found in the tools icon embedded in the Academic Media Solutions/Textbook Media's online eBook reading platform (<http://www.academicmediasolutions.com>).
- **Upgrades**—The online version includes the ability to purchase additional study apps and functionality that enhance the learning experience.

Instructor Supplements

In addition to its student-friendly features and pedagogy, the variety of student formats available, and the uniquely affordable pricing options that are designed to provide students with flexibility that fits any budget and/or learning style, *Introduction to International Business* comes with the following teaching and learning aids:

- **Test Item File**—An extensive set of multiple-choice, short-answer, and essay questions for every chapter for creating original quizzes and exams.
- **Instructor's Manual**—An enhanced version of the book offering assistance in preparing lectures, identifying learning objectives, developing essay exams and assignments, and constructing course syllabi.
- **PowerPoint Presentations**—Key points in each chapter are illustrated in a set of PowerPoint files designed to assist with instruction.

Student Supplements and Upgrades (Additional Purchase Required)

- **Lecture Guide**—This printable lecture guide is designed for student use and is available as an in-class resource or study tool. Note: Instructors can request the PowerPoint version of these slides to use as developed or to customize.
- **Quizlet Study Set**—Quizlet is an easy-to-use online learning tool built from all the key terms from the textbook. Students can turbo-charge their studying via digital flashcards and other types of study apps, including tests and games. Students are able to listen to audio, as well as create their own flashcards. Quizlet is a cross-platform application and can be used on a desktop, tablet, or smartphone.