



Experiencing International Business and Management: Exercises, Projects, and Cases

Betty Jane Punnett

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Revised and updated, this popular book adds a real-life dimension to courses in international business and management. It's designed for instructors who want to go beyond the facts and figures in standard textbooks, and helps students learn how to interact with people in different cultures in the global business environment. The book begins with a description of the key role of experiential learning in the classroom, along with a brief overview of key concepts in international business. The main part of the text consists of 25 hands-on experiential exercises, 7 projects, and 5 mini case studies - all designed for in-class use. This edition features updated data and information in many of the exercises, projects, and cases, and includes 5 completely new exercises and cases. For the first time, the author has identified the exercises that work particularly well with students in off-site locations. An Online Instructors Manual is available for adopters.

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