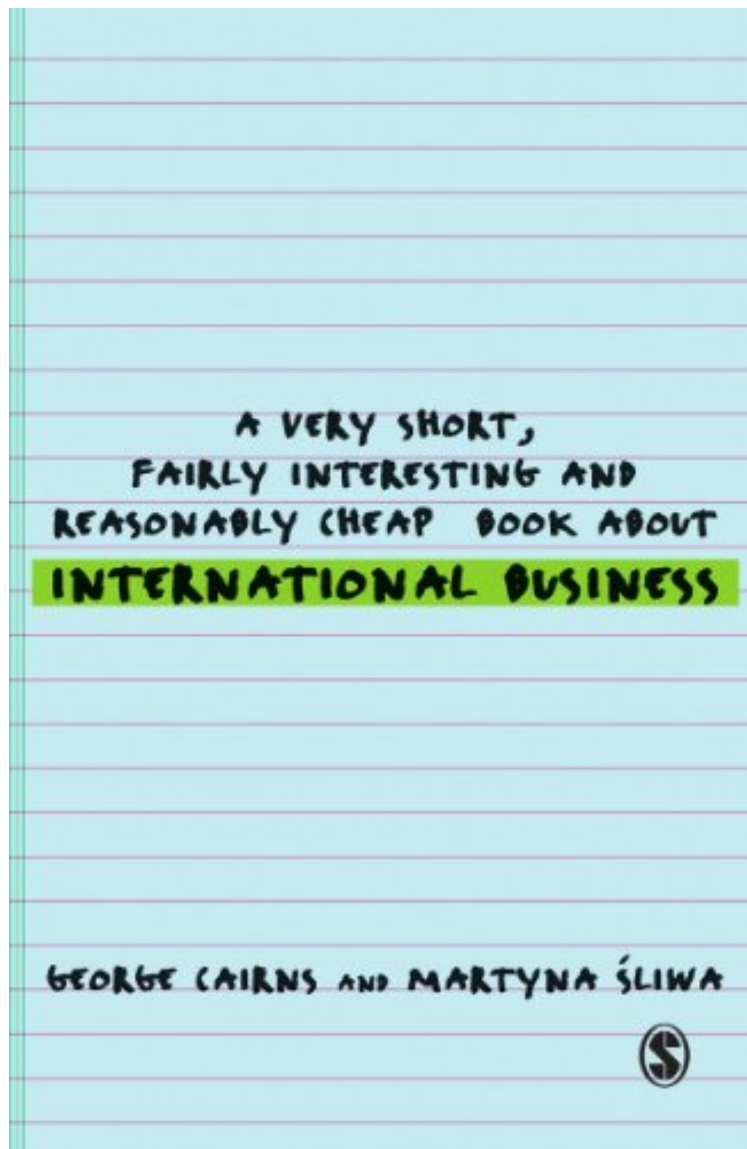


(Pdf free) A Very Short, Fairly Interesting and Reasonably Cheap Book about International Business (Very Short, Fairly Interesting Cheap Books)

## **A Very Short, Fairly Interesting and Reasonably Cheap Book about International Business (Very Short, Fairly Interesting Cheap Books)**

*George Cairns, Martyna Sliwa*

*\*Download PDF | ePub | DOC | audiobook | ebooks*



[Download](#)

[Read Online](#)

#1733947 in eBooks 2008-09-17 2012-08-14 File Name: B009KZX9OA | File size: 58.Mb

**George Cairns, Martyna Sliwa : A Very Short, Fairly Interesting and Reasonably Cheap Book about International Business (Very Short, Fairly Interesting Cheap Books)** before purchasing it in order to gage whether or not it would be worth my time, and all praised A Very Short, Fairly Interesting and Reasonably Cheap Book about International Business (Very Short, Fairly Interesting Cheap Books):

0 of 3 people found the following review helpful. Keep LookingBy Geisele V. First off, it came quickly and in new condition, just as I ordered. Now, onto the book itself. Please note that I would not have purchased this were it not required for my class, however as it was and I did, I will not review it. I'm on page 33 and can I just say that I want to slap the writers silly. They claim, in the introduction, that they write for the student, scholar, etc., the stakeholder, in international business. They also say that everyone is a stakeholder in international business. This led me to assume that, despite the pompous introduction with an overabundance of explanation, the book would be written for the common man. That, fellow -lovers, is not the case. As I have noted, I am on page 33 of this book, or almost through chapter one. Is it fair to review at this point? Yes, I think so. The writing is pompous, full of over-complicated musings, and a downright bore (contrary to the promises of interesting content as portrayed by the title). I have taken several economics courses and business courses which covered much of the material covered in these first thirty-three pages already. I thought that those courses could improve upon their interest and explanation, but upon reading this book, I find myself remembering the long-winded and simplified explanations with fond longing. Wow, was that a pompous review or what? Clearly this book is getting to me. Basically, this book is boring me to tears and making me a tad mad. Why mad? Well, my husband will be taking this course in future, and should this book be something they still require, I fear for him. My husband is a smart man, using math and history in his every day life. Few can comprehend his job and he has had much schooling over the years. Even so, he would be challenged to complete this book at all (heck, he'd be challenged to complete a page). An avid reader myself, I'm finding my mind wandering and, upon snapping to, rereading the passage several times in order to get a simple message made complicated by two writers who clearly wouldn't know a common stakeholder if the stakeholder bit them in the behind. If you're looking at leisure reading and absolutely feel you must give this book a try, I urge you to see if your library has it first. Honestly, it isn't worth what I paid. I'm doubtful I will even have a buy-back option once I am through with it, as this book has never been reviewed before, leading me to think that it is not in high demand. My advanced accounting textbook was more interesting than this. Wish me luck in completely this evil wannabe-tome!

Selected as an Outstanding Academic Title by Choice Magazine, January 2010 Conceived by Chris Grey and written to get you thinking, the 'Very Short, Fairly Interesting and Reasonably Cheap' series offers an informal, conversational, accessible yet sophisticated and critical overview of what you find in conventional textbooks. In International Business, the authors challenge the principles of business in the context of trading blocs, protectionism, and restricted trade; the effects of international governing bodies like the WTO, the IMF and the World Bank; looking at this very big and interesting field with humour and insightfulness. Ideal for Undergraduate students in Business and Management, this text will also appeal to anyone interested in the fast-paced world of International Business.

While it is truly "very short" and thus may not suffice to serve as single textbook for such courses, it sports an attractive price tag and certainly features an excellent reference list with rich material for further research. In one sense, the authors have proven the marketing team of Sage Publications wrong, it is not only 'fairly interesting', it is a compelling and outstanding book' - Critical Perspectives on International Business "This important, clearly written book by two British academics will be of value to anyone interested in international business. It covers the historical origins of international business including the classical theories of international trade as well as topics not discussed in mainstream textbooks, such as the exploitation of natural resources resulting from European colonialism. This overview of international business does not emphasize only the favorable aspects of international business activities and how multinational corporations can be successful. The authors also address aspects of international business activities that harm society. These topics include working conditions in sweatshops of both less developed and developed countries; pollution caused by toxic waste disposal practices; the making of unsafe products; tax avoidance; and increasing economic inequality both between and within countries. The authors question the idea that the main purpose of international businesses should be to maximize profits for their stockholders, using such exploitive practices as moving production offshore to reduce labor costs in order to achieve competitive advantage. They believe that international businesses should be concerned with their social responsibility to workers, consumers, and society. Excellent references. Summing Up Highly recommended. All business collections." --D. W. Huffmire "CHOICE magazine" (02/18/2009) "This important, clearly written book by two British academics will be of value to anyone interested in international business. It covers the historical origins of international business including the classical theories of international trade as well as topics not discussed in mainstream textbooks, such as the exploitation of natural resources resulting from European colonialism. This overview of international business does not emphasize only the favorable aspects of international business activities and how multinational corporations can be successful. The authors also address aspects of international business activities that harm society. These topics include working conditions in sweatshops of both less developed and developed countries; pollution caused by toxic waste disposal practices; the making of unsafe products; tax avoidance; and increasing economic inequality both between and within countries. The authors question the idea that the main purpose of international businesses should be to maximize profits for their stockholders, using such exploitive practices as moving production offshore to reduce labor costs in

order to achieve competitive advantage. They believe that international businesses should be concerned with their social responsibility to workers, consumers, and society. Excellent references. Summing Up Highly recommended. All business collections."--D. W. Huffmire "CHOICE magazine" (02/18/2009) `While it is truly "very short" and thus may not suffice to serve as single textbook for such courses, it sports an attractive price tag and certainly features an excellent reference list with rich material for further research. In one sense, the authors have proven the marketing team of Sage Publications wrong, it is not only prime;fairly interestingprime;, it is a compelling and outstanding bookprime; - Critical Perspectives on International Business" This important, clearly written book by two British academics will be of value to anyone interested in international business. It covers the historical origins of international business including the classical theories of international trade as well as topics not discussed in mainstream textbooks, such as the exploitation of natural resources resulting from European colonialism. This overview of international business does not emphasize only the favorable aspects of international business activities and how multinational corporations can be successful. The authors also address aspects of international business activities that harm society. These topics include working conditions in sweatshops of both less developed and developed countries; pollution caused by toxic waste disposal practices; the making of unsafe products; tax avoidance; and increasing economic inequality both between and within countries. The authors question the idea that the main purpose of international businesses should be to maximize profits for their stockholders, using such exploitive practices as moving production offshore to reduce labor costs in order to achieve competitive advantage. They believe that international businesses should be concerned with their social responsibility to workers, consumers, and society. Excellent references. Summing Up: Highly recommended. All business collections." (D. W. Huffmire CHOICE magazine 2009-02-18) About the Author George Cairns is Adjunct Professor at QUT Business School, Brisbane. George co-founded and was co-editor of the journal Critical Perspectives on International Business. Throughout his writing, George has adopted a critical stance on the impacts of IB activity on remote and excluded stakeholders, both in the present and the future. Much of his work applies scenario methods to explore possible and possible futures. His studies include a number of journal articles on the ship breaking industry of Bangladesh. George has published in journals including Human Relations, European Journal of Operational Research, Technological Forecasting Social Change, and Futures. Martyna Sliwa is Professor of Management and Organisation Studies at the University of Essex. Her research interests focus on a range of topics relevant to the employees, managers and other stakeholders of contemporary organisations, especially those operating in the international business environment. Examples of Martyna's recent research projects include: language(s) and power in multinational corporations, transnational professional mobility, and the effects of the intersection of nationality and gender on organisational hierarchies and individual careers of highly skilled professionals. Martyna is currently an Associate Editor of Management Learning. She has published in a variety of journals, for example: the British Journal of Management, Journal of International Business Studies, Management Learning and Organization.