



The Global Business Environment: Meeting the Challenges

Janet Morrison

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- How are the emerging economies of China and India affecting the global business environment?
- What impact has the global financial crisis had on the way businesses operate?
- How should business leaders in the age of the multinational enterprise approach their social and ethical responsibilities?

This bestselling textbook tackles these and many other challenges head on. Combining a clear, thorough introduction to the business environment with a uniquely global perspective, *The Global Business Environment* covers all you need to know about the rapidly changing context in which businesses operate.

Features throughout the book are designed to help you learn, revise and think critically about the global business environment:

- **Case studies:** Over 30 case studies invite you to explore how a diverse range of businesses, industries, governments and individuals are meeting the challenges of the contemporary business environment
- **Spotlight on emerging economies:** Provides insight into the emerging economies of Brazil, Russia, India and China, and their place in the global economy
- **Meet the CEO:** Your chance to learn about some of the most influential business leaders in the world, from the CEO of multinational Unilever to the chairman of Mitsubishi
- **Critical thinking:** Recurring themes and critical thinking boxes in every chapter encourage debate on key issues from the globalization of industries to environmental sustainability, developing skills that will take you far beyond your business degree

Enriched by Janet Morrison's characteristically clear, authoritative writing style and an unrivalled range of learning tools, *The Global Business Environment* is an invaluable resource for students at any stage of their business lives.

Janet Morrison was Senior Lecturer in Strategic and International Management at the Sunderland University Business School, UK. She is also the author of *International Business*, published by Palgrave Macmillan.

'A very thorough introduction to the global business environment that goes well beyond standard textbooks, and includes a wealth of up-to-date case studies and examples. It will be valuable reading for practitioners and students alike.'

– Antje Cockrill, University of Swansea, UK

'This third edition of Janet Morrison's excellent business environment text successfully balances the themes and structures of more general business environment texts with full coverage of the challenges that a global business environment poses to both domestic and multinational enterprises. The Global Business Environment will without doubt continue to be a valuable core text on a range of business environment courses, and I very much look forward to using it with my next cohort of students.'

– Johan Lindeque, Queen's University, Belfast, UK

'This is an excellent book providing both students and practitioners with clear insights into the global business environment. Building successfully on the author's previous work it develops a numbers of critical themes which are illustrated by highly relevant and interesting case studies. The material is brought alive by the author's clear writing style.'

– Nicholas Perdikis, Aberystwyth University, UK

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