



The International Business Environment

By Leslie Hamilton, Philip Webster

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The International Business Environment, Second Edition, prepares students for the realities of global twenty-first-century business. Building on the success of the previous edition, it employs a wide range of examples from BRIC and CIVETS economies and offers chapters on CSR, the ecological environment, and corporate social responsibility. Authors Leslie Hamilton and Philip Webster discuss the process of globalization, the global economy, and the impact of that economy on international business organizations. Using a PESTLE framework, they analyze the economic, political, legal, financial, technological, socio-cultural, and ecological environments, clearly outlining the factors that affect the everyday business of organizations.

Adopting a truly international approach, this full-color, visually engaging text features a wealth of examples and case studies. Each chapter begins and ends with a one-page case study, and fifty additional mini-cases address such compelling issues as civil unrest in North Africa, the Japanese earthquake and tsunami, Wikileaks, and Google in China. Organizations including BP, Dell, Domino's Pizza, Apple, and Procter & Gamble are featured throughout the book. A Companion Website offers numerous resources for students and instructors.

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Editorial Review

Review

Review from previous edition: "To my knowledge, this is probably one of the few 'international business environment' textbooks which presents a global perspective and offers a rigorous analytical approach."

--Mo Yamin, University of Manchester

About the Author

Philip Webster is an associate member of staff at Leeds Metropolitan University. He was formerly Director for Undergraduate Studies at Leeds Business School and Principal Lecturer in Business Strategy and International Business. He graduated from the University of Leeds with an MA in Economic Development and worked in financial services and the computing industry before moving into education. Phil has over 30 years' experience of teaching International Business Environment, Business Strategy and Business Ethics, and Corporate Social Responsibility. He has taught mainly in the UK but also in India, Sabah, and Hong Kong. Phil has also worked and lived in Malaysia.

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