
Book Review

KEY BENEFIT: CKR is an evolving learning package that makes teaching easier and captures IB as practiced today.

The text addresses emerging markets, the growing participation of small and medium-sized firms in international business, and examples of both international and national businesses so students can see IB from all perspectives. CKR also offers an online resource called the Educators Consortium that supports and connects students and instructors worldwide.

This text is for business students and professionals interested in learning about the impact of international business and emerging markets.

The book is a required text for an International Business and Law course in my MBA program. It is well written and laid out. If nothing else I am gaining a better understanding of international trade which is helping me to be a more informed consumer and voter. I will more than likely keep the book for a few years beyond the end of my class. My only complaint is I don’t understand why it is so dog-gone expensive. Text books are such a racket.

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