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Nota di contenuto	Section I. Dealing with current crises -- 1. Securing America's international business future (with P. Dickson) -- 2. The cost of terrorism keeps on rising -- 3. The U.S. Senate report on torture -- 4. Anti-corruption war -- 5. The Volkswagen crisis -- 6. Of Crimea and punishment -- 7. Terrorism and international business -- 8. Hungary's unacknowledged leadership -- Section II. International innovations -- 9. International marketing after macro disruption -- 10. In need of honorable merchants -- 11. Shame factor can curb bad behavior in firms and thoughts on the world economic forum -- 13. Achieving "Glocal" success -- 14. Innovation in developing economies -- 15. How companies can befriend a trend -- 16. Eagles fly but don't always soar -- Section III. International marketing and freedom -- 17. Why international marketing strengthens freedom -- 18. The cost and obstacles for freedom -- 19. Parallel parking and national security -- 20. Too much information for Germans and Americans -- 21. Trust: a tool to defeat corruption -- 22. Guilt or competition: wining the cyber-espionage war -- 23. The European prayer of Saint Augustine -- Section IV. Our daily lives with a global perspective -- 24. International health care of the future: the evolution of the doctor -- 25. Super Bowl versus Olympics: discerning the marketing differences -- 26. Is it just me? -- 27. Royal wedding -- 28. What we should be teaching kids that is not found in heavy books -- 29. Assault at the cathedral -- 30. Why the trans-Atlantic trade and investment partnership is more important

than TPP -- 31. The World Trade Organization (WTO): challenges and solution -- 32. Does the WTO contribute to world trade? -- 33. A moral dilemma: understand the challenges of sourcing from the international market -- Index.

Sommario/riassunto

In this era of constant change and globalization, political and international issues influence the business environment worldwide and penetrate our lifestyle and expectations in ways beyond most imaginations. The increasing transparency of information provides easier access to current events, new concepts, and data. Yet we are bounded by the complexity of understanding the interdependence resulting from this fast-paced world with an almost overwhelming amount of new responsibilities. This is a choice for readers to comprehend the most crucial international business and trade issues facing us nowadays. Thought-provoking, witty, enjoyable, and providing new visions, this book offers fresh insights and perspectives which can inspire real-life understanding and applications one shall not miss.
