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Nota di contenuto	Preface -- Abbreviations -- 1. The human enterprise and its governance -- 2. From geography to culture -- 3. Philosophical tenants and the 21st century -- 4. Political, legal, and economic issues -- 5. Global organizations and unions of nations -- 6. Accounting and finance perspectives -- 7. Marketing perspectives -- 8. Management perspectives -- 9. Capstone: global business challenges -- Epilogue -- About the author -- Notes -- References -- Index.
Sommario/riassunto	This textbook presents a new era where the main force for social change, research, education, economic betterment, and even employee happiness is the global enterprise. From the outset it is assumed that today all business is global though often with conflicting priorities and potential civilization clashes. Also, it showcases that we operate in a practically borderless world seeking ideas and talents globally. Therefore, this book aims to brief you on business-related issues ranging from historical matters to the realities of the 21st century, from local cultures to global organizations and from political, legal, and economic topics to accounting, finance, marketing, and management perspectives. It also aims to direct your attention to critical business challenges as well as to the need of corporate governance at all levels. These issues relate to the environment and the structure of the corporation. However, these very issues may result in restating the organizational objectives since the corporate era parallels the roles and

the responsibilities that countries had in the past. For that matter wise, prudent, knowledgeable, ethical, philosophically-oriented, and enlightened corporate leaders are needed. From a practical side the material presented is better suited for upperlevel undergraduate, graduate study, and executive education, and it provides a combination of how-to-do matters and philosophical perspectives of a new and challenging era.
