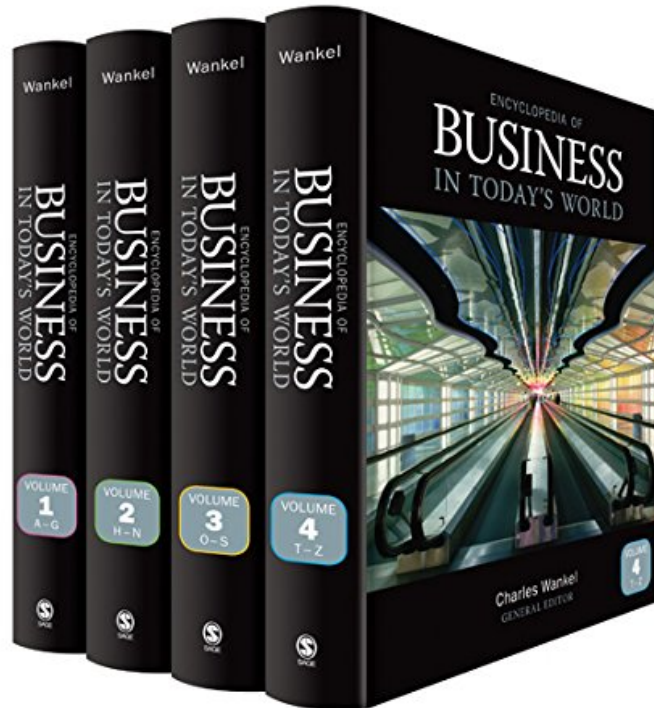


[Download ebook] Encyclopedia of Business in Today's World

Encyclopedia of Business in Today's World

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From SAGE Publications, Inc : Encyclopedia of Business in Today's World before purchasing it in order to gauge whether or not it would be worth my time, and all praised Encyclopedia of Business in Today's World:

4 of 5 people found the following review helpful. An introduction for students and entry-level professionals to definitions, issues and concepts in global/international business By RNS Wankel of St. John's University, New York offers readers this four-volume set as a way to introduce them to definitions and discussions of key business topics as they relate to the global business environment. I counted about 1,014 entries by almost 500 different contributors -- about 60% affiliated with American universities and the other 40% being mostly faculty affiliated mostly with universities throughout the world. Entries are categorized under twenty-two major themes, typically run one to three pages, and often suggest additional "See Also" references and a brief list of additional sources for readers to consult. The volumes themselves are attractively designed, nicely bound and the content is presented in an easily read font and attractive layout. While I would have preferred seeing more photographs, illustrations, tables and graphs of broad economic terms, these concerns are offset somewhat by the lengthy glossary and statistical appendix that precedes the cumulative index at the end of the fourth volume. In this age of complexity in every aspect of today's business world one cannot help but wonder if a mere four-volume encyclopedia can really cover the fields that make up "Business" as a discipline. Think about it, there's Management, Marketing, Accounting, Finance, Economics, Business Law, never mind the associated fields such as Management Information Systems, Operations Research, Industrial Psychology, etc. Then there's the need for information on "How to Do Business in [name the country]," biographical sketches of

prominent CEO's, description of significant economic and business events, and so forth. Because each business discipline could easily fill a four-volume set alone, and these other areas that need to be covered are just as vitally important -- the reality is that a comparison of the content of this product with the title -- indicates that the publisher has, to some extent, "over-promised and under-delivered." That may sound harsh, and is not intended to belittle the efforts of the editor and publisher -- that is, it's not to say that this set is not a worthy effort -- it is. Indeed, in comparison to the other products out there, while it will not replace the six-volume International Encyclopedia of Business and Management, 2nd. (Thomson Learning, 2001, \$1,499), it is more comprehensive and a better purchase decision than buying the two-volume Encyclopedia of Business and Finance 2nd (MacMillan Reference USA, 2006. \$385). My hat is off to Dr. Wankel for taking on a project like this -- coordinating the progress and editing the content to make sure contributions are uniform and arrive in a timely manner for 500 contributors -- is, more often than not, a thankless, difficult ordeal for the editor. He is to be commended. But, it is time for one of the top business publishers to come up with the "Encyclopedia of Business" that the marketplace needs. Such a product would: combine the content of the best textbooks by the most noted authors of each discipline; add content on doing business in specific countries in a manner seen in the "Doing Business in [Country]" guides published by many of the "Big-10" accounting firms along with content from Europa Yearbook and the CIA Factbook; and, would offer historical, biographical and economic articles in the quality and style seen in the Wall Street Journal and other principal business periodicals such as Forbes, Fortune, Business Week, etc. all written by business faculty from the top business schools in America and the world. In the meantime, librarians for both public and academic library collections will find this set helpful for general business questions. R. Neil Scott
Middle Tennessee State University

2009 RUSA Outstanding Business Reference
Business in today's world is increasingly diverse. Undertaking commerce, even by an individual, can mean working globally through a welter of new media with opportunities of all kinds rapidly appearing. The boundaries, scope, content, structures, and processes of a business activity can morph into completely different ones in the course of a project. Contemporary businesses, and certainly future businesses, find it incumbent upon them to fit within the requirements of environmental and economic sustainability of the others who inhabit our world. With more than 1,000 entries, the Encyclopedia of Business in Today's World is packed with essential and up-to-date information on the state of business in our world. Not only does it reflect where business is, it also conveys the trajectory of business farther into the 21st century. These four volumes provide clear overviews of the important business topics of our time, ranging from culture shock to currency hedging, political risk, offshoring, and transnational corporations. The wealth of topics represent an integrated vision by the editor of a perplexity of functions, technologies, and environmental factors. Key Features
Provides insight into the development and current business situation globally through articles on many individual countries
Examines the processes, responsibilities, and ethics of business in the global market
Offers entries written by experts from diverse fields
Includes an appendix that looks at World Trade Organization statistics
Presents a vast range of topics, including key companies, business policies, regions, countries, dimensions of globalization, economic factors, international agreements, financial instruments, accounting regulations and approaches, theories, legislation, management practices and approaches, and much more
Key Themes
Competitive Forces
Countries
Corporate Profiles
Cultural Environments
Economics of International Business
Economic Theories of International Business
Ethics, Corruption, and Social Responsibility
Export/Import Strategies
Foreign Direct Investment
Globalization and Society
Human Resource Management
International Accounting
International Finance
International Monetary System
International Trade
Legal and Labor Issues
Management and Leadership
Manufacturing and Operations
Marketing
Political Environments
Regional Economic Integration
Supranational and National Organizations
The Encyclopedia of Business in Today's World serves as a general, nontechnical resource for students, professors, and librarians seeking to understand the development of business as practiced in the United States and internationally.

From School Library Journal
Grade 9 Up
More than 1000 entries, authored by experts and scholars from around the world, offer a diverse perspective on our global economy. Coverage includes financial terms and concepts; countries; well-known companies; and legal, environmental, and social issues. The alphabetical arrangement allows readers to find side-by-side articles on "Fair Trade," "Family Leave," "Feng Shui," and "Fiat," each with its own bibliography and cross-references. Perspectives on economic systems such as communism, socialism, and capitalism contain subsections on Maoism, Marxism, cooperatives, and mercantilism, and feature examples and debate about their successes and failures. While there are no specific entries for individuals, the index references many notables such as John Maynard Keynes, Milton Friedman, Geert Hofstede, and Joseph Stiglitz. The set's value to sociology and global history curriculums should not be underestimated, as many of the topics address the interrelationship of economies and their peoples. Current topics include sea piracy, terrorism, fair trade, ethnocentrism, and intellectual property rights. While the approach is scholarly, high school students will have no problem navigating the clear and well-outlined text. Captioned black-and-white photos and company logos appear throughout, but add little. The last volume contains a 40-page glossary and a lengthy appendix of the World Trade Organization's tables and charts on

imports and exports. The general index is found in this final volume only; there is a set list of entries in the front of each volume.

— Vicki Reutter, Cazenovia High School, NY

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About the Author

Charles Wankel is Professor of Management at St. John's University, New York. He holds a doctorate from New York University, where he was admitted to the Beta Gamma Sigma national honor society for business disciplines. Columbia University's American Assembly identified him as one of the nation's top experts on Total Quality Management. He received the Outstanding Service in Management Education Development Award at both the 2004 and 2005 meetings of the Academy of Management (AOM). AOM also presented its Best Paper in Management Education Award to him in 1991, and he has been selected to serve as an officer of AOM divisions every year for more than a decade. Along with Robert DeFillippi, he has been editing a multi-volume series for AOM on management education issues: the Research in Management Education Development Series. Wankel is the leading founder and director of scholarly virtual communities for management professors, currently directing more than seven listservs with thousands of participants in more than 70 nations. (A Google search for "Charles Wankel" will provide you with an awareness of the scope of his online prominence.) He co-authored a bestselling undergraduate textbook, *Management*, in the 1980s with Prentice Hall, published a scholarly book on interorganizational strategy development in Poland, and numerous scholarly articles, monographs, and chapters. He has extensive international experience, ranging from the United Arab Emirates to Vietnam, Japan, Lithuania, Malaysia, Singapore, Poland, the Czech Republic, and Mexico. He has been an invited lecturer to Harvard and Columbia, as well as the Czech Management Center, University of Warsaw, Polish Academy of Sciences, University of Malaysia, National University of Singapore, and University of Toronto, and he taught and researched at Kaunas Technical University in Lithuania in 1997 under a Fulbright Fellowship Grant.