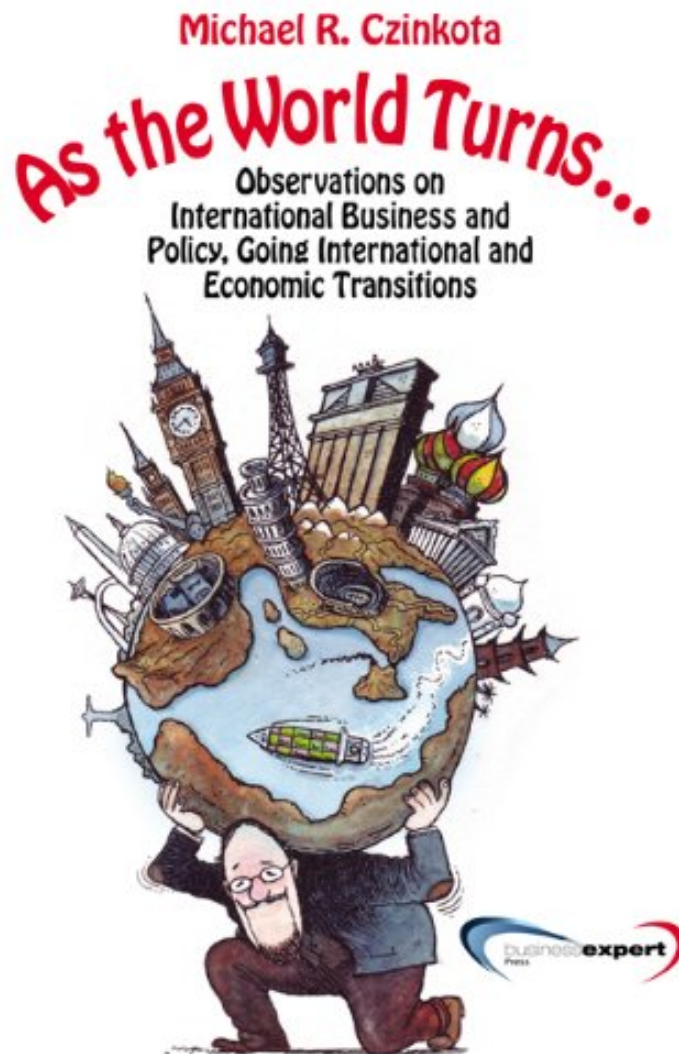


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As the World Turnshellip;: Observations on International Business and Policy, Going International and Transitions

Michael R. Czinkota

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1 of 1 people found the following review helpful. Extremely educational and funny - a must read.By AliceMichael

Czinkota's "As I Was Saying" and "As the World Turns" are riveting collections of short commentaries on the most relevant international news. What I especially liked about these books is that they take longer academic articles or even entire books and shorten them into readable and funny editorials. This allows for anyone, from policy makers to academics to the businessmen, to reflect and adopt what is advised in these short pieces of commentary without having to read lengthy journal articles. Professor Czinkota includes his vast amount of knowledge of business, culture, and international policy into these commentaries. In addition, he gives a variety of examples relating current events to historical ones, adding a quirky sense of humor along with them. I would absolutely recommend reading these books.0 of 0 people found the following review helpful. Amazing book!By Anna AstvatsatryanIn the vastly changing global environment it is very useful to have a guide that will help analyse trends, see parallels and make forecasts. "As the world turns" by Professor Czinkota opens an easy and understandable pathway through the jungle of international business and trade. The book gives practical insights and tips on international policies and economics. Very well written, helpful and highly amusing collection from a respected author! If you are interested in the topic, I recommend to read "As the world turns" with no hesitation!

We hear a lot about the growth of world trade, globalization, and imbalanced distribution of incomes. Yet, how does one understand all the issues, thoughts, and arguments? How does one develop a time frame and context for these issues? This book helps you to do so. Following on the heels of his successful book on opinions and insights (As I Was Sayinghellip;Observations on International Business and Trade Policy, Exports, Education, and the Future, March 2012), Michael Czinkota has invited us into his world again, to get a better perspective of issues, campaigns, and phenomena. Each article and the accompanying cartoon (remember, a picture can be worth a thousand words) represent a delicious thought opportunity to chew on.

...reading this book will leave you with more understanding, smarter, and more capable to make this world better for all of us. --From The Foreword by Lew Cramer, Director General, U.S. Foreign and Commercial Service (ret.) and President, World Trade Center UtahAbout the AuthorMichael R. Czinkota works in the international marketing field at Georgetown University. He served in the U.S. government as Deputy Assistant Secretary of Commerce and as Head of the U.S. delegation to the OECD industry committee in Paris, and was a partner in a fur trading firm. Aside from more than 100 articles on export management and trade policy, his key books are International Marketing, 10th edition (Cengage), International Business, 7th edition (Wiley), and Global Business: Positioning Ventures Ahead (Routledge).