



A Very Short, Fairly Interesting and Reasonably Cheap Book about International Business (Very Short, Fairly Interesting & Cheap Books)

By George Cairns, Martyna Sliwa

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With the ultimate question of why studying the world of international business is important to you as an individual, George Cairnes and Martyna Silwa present an astute, conversational, and stimulating exploration of contemporary international business. With considerations such as the challenge to principles of business in the context of trading blocs, protectionism, and restricted trade; the effects of international governing bodies of the like the WTO, the IMF and the World Bank; and how everyone and everything fits into the larger picture. This short book looks at a very big and interesting field with humor and insightfulness.

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Editorial Review

Review

`While it is truly "very short" and thus may not suffice to serve as single textbook for such courses, it sports an attractive price tag and certainly features an excellent reference list with rich material for further research. In one sense, the authors have proven the marketing team of Sage Publications wrong, it is not only 'fairly interesting', it is a compelling and outstanding book' - *Critical Perspectives on International Business*

"This important, clearly written book by two British academics will be of value to anyone interested in international business. It covers the historical origins of international business including the classical theories of international trade as well as topics not discussed in mainstream textbooks, such as the exploitation of natural resources resulting from European colonialism. This overview of international business does not emphasize only the favorable aspects of international business activities and how multinational corporations can be successful. The authors also address aspects of international business activities that harm society. These topics include working conditions in sweatshops of both less developed and developed countries; pollution caused by toxic waste disposal practices; the making of unsafe products; tax avoidance; and increasing economic inequality both between and within countries. The authors question the idea that the main purpose of international businesses should be to maximize profits for their stockholders, using such exploitive practices as moving production offshore to reduce labor costs in order to achieve competitive advantage. They believe that international businesses should be concerned with their social responsibility to workers, consumers, and society. Excellent references. Summing Up: Highly recommended. All business collections." (D. W. Huffmire CHOICE magazine 2009-02-18)

About the Author

George Cairns is Adjunct Professor at QUT Business School, Brisbane. George co-founded and was co-editor of the journal *Critical Perspectives on International Business*. Throughout his writing, George has adopted a critical stance on the impacts of IB activity on remote and excluded stakeholders, both in the present and the future. Much of his work applies scenario methods to explore possible and possible futures. His studies include a number of journal articles on the ship breaking industry of Bangladesh. George has published in journals including *Human Relations*, *European Journal of Operational Research*, *Technological Forecasting & Social Change*, and *Futures*.

Martyna Sliwa is Professor of Management and Organisation Studies at the University of Essex. Her research interests focus on a range of topics relevant to the employees, managers and other stakeholders of contemporary organisations, especially those operating in the international business environment. Examples of Martyna's recent research projects include: language(s) and power in multinational corporations, transnational professional mobility, and the effects of the intersections of nationality and gender on organisational hierarchies and individual careers of highly skilled professionals. Martyna is currently an Associate Editor of *Management Learning*. She has published in a variety of journals, for example: the *British Journal of Management*, *Journal of International Business Studies*, *Management Learning* and *Organization*.

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