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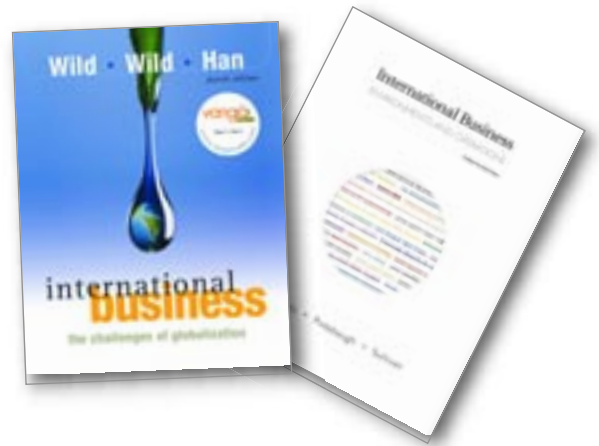
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THE FOLLOWING TITLES ARE AVAILABLE FOR CUSTOMIZATION

- Choose just the chapters you want from your favorite author
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This is a partial list of all the books available in our database; there are additional titles from other disciplines as well as previous editions accessible via our book-build site. **COMING SOON** titles listed here are in the process of being added to our database and may not be immediately viewable online, but are available for Fall classes. If you have any questions about including chapters from any of the following titles, please email customlibrary@pearson.com for assistance.



Wild/Wild/Han

International Business: The Challenges of Global Business, 5/e, © 2010

International Business: The Challenges of Globalization presents international business in a comprehensive yet concise framework with unrivaled clarity. Recent, real-world examples and engaging features brings the material to life for students

Daniels/Radebaugh/Sullivan

International Business, 12/e

For undergraduate and graduate level international business courses, *International Business* is an authoritative and engaging voice on conducting business in international markets

International Management

Cavusgil/Knight/Reisenberger
*International Business: Strategy
Management and the New Realities,*
1/e, © 2008

NEW! Daniels/Radebaugh/Sullivan
*International Business: Environments
and Operations,* 12/e, © 2009

Deresky
*International Management: Managing
Across Borders and Cultures,* 6/e,
© 2008

Griffin/Pustay
*International Business: A Managerial
Perspective,* 5/e, © 2007

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SOON!** Wild/Wild/Han
*International Business: The Challenges
of Global Business,* 5/e, © 2010

FA27 **Beyond Kyoto**
Browne
Publication Date: 2004

FA28 **Out of the Energy Box**
Friedmann/Homer-Dixon
Publication Date: 2004

FA01 **Is America Losing Its Edge?**
Segal
Publication Date: 2004

FA19 **The End of National Currency**
Steil
Publication Date: 2007

FA16 **China's Leadership Gap**
Thornton
Publication Date: 2006

FA08 **China's Global Hunt for Energy**
Zweig/Jianhai
Publication Date: 2005

AVAILABLE CASES FOR INTERNATIONAL BUSINESS

The following cases are organized by topic. This is a partial list of available cases from PCBR that includes recently added and more popular selections. PCBR offers over 20,000 cases and articles in total, so please visit our site for additional recommendations for your specific course.

Foreign Affairs

FA07 **China's "Peaceful Rise" to
Great-Power Status**
Bijian
Publication Date: 2005

FA12 **Offshoring: The Next
Industrial Revolution?**
Blinder
Publication Date: 2006

ICRM

BSTR260 **Yahoo! in China: Local Problems for
the Global Internet Giant**
Bellamkonda/Fernando
Publication Date: 2007

BSTR264 **The Success Story of Wal-Mart
in Mexico**
Bellamkonda/Fernando
Publication Date: 2007

BSTR245 **B&Q's Strategies in China**
Chakraborty/Gupta
Publication Date: 2007

BSTR194 **P&G's Success Story in China**
Chary/Gupta
Publication Date: 2006

- BSTR178** **Wal-Mart's Strategies in China**
Chaturvedi/Dutta
Publication Date: 2005
- BSTR186** **Wal-Mart Struggles in Japan**
Chaturvedi/Dutta
Publication Date: 2005
- BENV011** **Germany's 'Green Dot' Waste Management System**
Govind/George
Publication Date: 2007
- BENV003** **Gazprom — Naftogaz Ukrainy Dispute: Business or Politics?**
Gujarathi/Dutta
Publication Date: 2006
- BENV002** **Mercosur — Changing Course?**
Gujarathi/Dutta
Publication Date: 2006
- ECON015** **Ranbaxy's Patent Litigations in the United States**
Gujarathi/Dutta
Publication Date: 2006
- BENV004** **Labor Market Reforms in France and the Job Law 'CPE' — A Lost Opportunity**
Gujarathi/Gupta
Publication Date: 2006
- BSTR131** **Unilever's Strategies in China**
Gupta/Dutta
Publication Date: 2004
- BSTR140** **Coca-Cola's Re-entry and Growth Strategies in China**
Jampani/Dutta
Publication Date: 2004
- BSTR183** **Sina's Growth Strategies in China**
Joseph/Gupta
Publication Date: 2005
- BSTR184** **UTStarcom in China**
Joseph/Gupta
Publication Date: 2005
- BSTR220** **Danfoss' Business Strategy in China**
Kumar/Gupta
Publication Date: 2006
- BSTR173** **IKEA's Globalization Strategies and its Foray in China**
Kumar/Gupta
Publication Date: 2005
- BENV005** **Microsoft — EU Antitrust Case**
Kumar/Gupta
Publication Date: 2006
- BSTR185** **Carrefour's Exit from Japan**
Mikkilineni/Dutta
Publication Date: 2005
- BSTR236** **MTV Networks International: Localizing Globally**
Muthuswamy/Regani/George
Publication Date: 2006
- BSTR246** **Carrefour's Strategies in China**
Perepu/Gupta
Publication Date: 2007
- BSTR241** **Carrefour's Exit from South Korea**
Perepu/Gupta
Publication Date: 2006
- BSTR193** **Dell's Problems in China**
Perepu/Gupta
Publication Date: 2006

BENV001	Google's Problems in China Perepu/Gupta Publication Date: 2006	BSTR094	Toyota's Globalization Strategies Radhika/Mukund Publication Date: 2004
BSTR221	Infosys in China Perepu/Gupta Publication Date: 2006	BSTR171	Shanghai Automotive Industrial Corporation's Strategies for Global Expansion Regani/Dutta Publication Date: 2005
BSTR188	Ranbaxy's Globalization Strategies and its Foray into the US Perepu/Gupta Publication Date: 2005	BSTR156	Lenovo's Globalization Strategies Sangtani/Gupta Publication Date: 2005
BENV008	Singapore: Past Perfect, Future Tense? Prasad/Govind/George Publication Date: 2006	BENV012	Kentucky Fried Chicken: Tackling the Trans Fat Problem Sengupta/Fernando Publication Date: 2007
BSTR242	Tesco's Globalization Strategies and its Success in South Korea Perepu/Gupta Publication Date: 2006	BSTR146	Kodak in China Shankar/Dutta Publication Date: 2005
BENV009	The Fall of D'Long Perepu/Gupta Publication Date: 2007	BSTR081	Motorola in China Subhadra/Dutta Publication Date: 2004
BSTR266	Yum! Brands Inc. in China Perepu/Gupta Publication Date: 2007	BSTR082	Wal-Mart's German Misadventure Subhadra/Dutta Publication Date: 2004
BENV010	Pfizer's Intellectual Property Rights Battles in China for Viagra Purkayastha/Fernando Publication Date: 2007	BENV006	Bolivia Nationalizes the Oil and Gas Sector Tejomoortula/Fernando/Meenakshisundaram Publication Date: 2006
BSTR119	Sony-Columbia Pictures: Lessons from a Cross Border Acquisition Radhika/Gupta Publication Date: 2004		

Ivey

- 9B08A013 **San Francisco Coffee House: An American Style Franchise in Croatia**
Ilan Alon, Mirela Alpeza,
Aleksandar Erceg
Publication Date: 8/14/2008
- 9B08M047 **Cultivating Social Enterprise in Peru: A Portfolio Approach**
Oana Branzei, Jan Dutkiewicz
Publication Date: 6/30/2008
- 9B06E020 **eStore at Shell Canada Limited**
Deborah Compeau, Barbara L.
Marcolin, Roger Milley, Chad Saunders
Publication Date: 1/9/2007
- 9B07D018 **Nissan Canada Inc.**
P. Fraser Johnson, Kyle Hunter
Publication Date: 8/30/2007
- 9B06M007 **Christina Gold Leading Change at Western Union**
Alison Konrad, Jordan Mitchell
Publication Date: 1/13/2006

Thunderbird

- A15-99-0007 **EuroDisneyland**
Black/Spyridakis/Gregersen/Krishna
Publication Date: 1999
- A12-03-0024 **Best Western International: One Global Brand**
Etttenson/Guthery/Jacoby
Publication Date: 2003
- A03-04-0006 **Argentina: Anatomy of a Financial Crisis**
Goddard/Karcher
Publication Date: 2004
- A07-02-0003A **Brasil Telecom S.A. (Abridged)**
Moffett/Ramaswamy
Publication Date: 2002
- A09-04-0013 **Singapore International Airlines: Preparing for Turbulence Ahead**
Ramaswamy
Publication Date: 2004
- A12-03-0022 **Banco Santiago: Strategic Marketing Implementation**
Zerio/Eltit
Publication Date: 2003

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Foreign Affairs

Foreign Affairs is more than a magazine — it is the international forum of choice for the most important new ideas, analysis, and debate on the most significant issues in the world. Its articles shape the political dialogue for months and years to come. And now educators and researchers can also benefit from *Foreign Affairs* through its partnership with Pearson Custom Library, helping teach tomorrow's leaders and thinkers.



FT Press

FT Press signs with the world's best minds, publishing high quality books on the most relevant topics. Areas of focus include General Business, Finance and Investing, Sales and Marketing, Leadership, Management and Strategy, Human Resources, Life, Science, and Global Business.



Harvard Business School Publishing

HBSP provides top-quality teaching materials including case studies; articles from the widely-respected *Harvard Business Review* and other top management journals; and HBS Press books from leading authors, along with resources to help instructors integrate them into courses.



ICMR — Center for Management Research

ICMR conducts business research, offers management consulting, and develops case studies and courseware in management. Leading business schools and universities around the world have purchased more than 200,000 individual copies of our case studies. Over 10 million copies of ICMR case studies have been printed in international textbooks, workbooks, and case study volumes.



Ivey Publishing — The Richard Ivey School of Business at The University of Western Ontario

Ivey's case studies are concise, interactive, dynamic, and participant-driven teaching tools designed to guide students through real-world examples of business issues. Students learn to analyze information, develop rational alternatives, make decisions, recommend implementation tactics in time-sensitive situations, and communicate and defend their findings, just as they would as practicing managers.

MIT Sloan Management Review



MIT Sloan Management Review

MIT Sloan Management Review aims to be the most trusted source of useful and innovative ideas for business leaders, in print and online. Published since 1959, *MIT Sloan Management Review* has been a venue for business-management innovators from MIT and elsewhere. They work closely with authors to ensure that their articles provide interpretation and analysis for practicing managers: thought-provoking strategies that offer real-world management solutions.

North American Case Research Association (NACRA)

The Case Research Journal publishes approximately 32 new, full-length cases each year in such diverse fields as business strategy and policy, accounting and finance, organizational behavior, business ethics, marketing, education, health care, engineering, and social work. Each case includes a complete teaching note, available to instructors only.

University of Notre Dame — Mendoza College of Business



The Eugene D. Fanning Center for Business Communication assists members of the Notre Dame community in achieving their academic, intellectual, and professional goals. At the heart of this mission is a concern for the individual, a focus on ethics and integrity in business, and a commitment to the advancement of the College and the University.

Notre Dame is now a leader among top-tier business schools that have made a serious commitment to the development of communication skills in its students, and the integration of those skills with management strategy and theory.

Thunderbird — The American Graduate School of International Management



Ranked number one by *U.S. News & World Report* in international business for five straight years, Thunderbird offers The Thunderbird Case Series (TCS), an official case clearinghouse for international business cases and teaching notes authored by its faculty.

Wharton School Publishing



Wharton School Publishing offers a trusted source for stimulating ideas from thought leaders who provide new mental models to address changes in strategy, management, and finance. We seek out authors from diverse disciplines with a profound understanding of change and its implications. We offer books and tools that help executives respond to the challenges of a rapidly changing global business environment.