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Global Business Today is for the undergraduate or MBA level course of International Business where a concise paperback is desired. Global Business Today appeals to instructors looking for an analytical (as opposed to a descriptive) approach to the course. Global Business Today is known for being practical, which is an important point as many instructors who teach this course are often not researchers, but come from the business world. The text is influenced by each of the author's extensive global consulting experience for Fortune 500 companies.

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This book demonstrates how the theories and insights of anthropology have positively influenced the conduct of global business and commerce, providing a foundation for understanding the impact of culture on global business, and global business on culture.

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