



Blunders in International Business

David A. Ricks

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This new edition of *Blunders in International Business* is significantly updated and revised, full of interesting anecdotes, including dozens of new international business blunders. David Ricks has uncovered many informative and entertaining blunders that will make this book hard to put down.

- Features blunders from well-known corporations American Express, McDonalds, Toyota, GM, Sharwoods, Jolly Green Giant, Bacardi, Puff, AOL, BMW, and many others.
- Conserves its well-liked, concise format.
- Several well-known blunders from previous editions have been replaced in order to update the lessons learned.

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