The current article critically examines and facilitates with the review of the book titled International Business-Competing in the Global Marketplace authored by Charles W. L Hill, who is a British-born academician. As of 2016, he is Professor in Business Administration and Professor of Management and Organization at the University of Washington's Foster School of Business in Seattle, where he has been teaching since 1988. He has authored many books which include Strategic Management: An Integrated Approach, co-authored with G. R. Jones and Global Business and International Business: Competing in the Global Market Place. Professor Hill has published more than 40 articles in peer-reviewed academic journals. Professor Hill serves on the editorial boards of several academic journals and previously served as consulting editor at the Academy of Management Review, Academy of Management Journal, Strategic Management Journal, and Organization Science.

The 10th edition of book titled “International Business-Competing in the Global Marketplace” is a good reading for the students in international business and researchers who require concise references about the international business, global strategies and international operations of the globalized arena. The book provides an overview of the numerous examples, cases and multifaceted organizational challenges faced by multinational companies and enterprises across the globe. The book incorporates new insights from recent scholarly research wherever appropriate, ensures content of the text covers all appropriate issues, and makes sure all information is as up-to-date as possible. The author had an intimidating task in precisely explaining the global issues without incurring omissions that could compromise the quality of this book as a treasured source of trustworthy reference.

The book includes a full suite of integrated online learning tools--including SMARTBOOK, LEARNSMART, Connect Insight, Cesimcases, datasets, and quizzes--in a convenient and affordable package perfect for today's diverse learners. Student teams make decisions about technology-based product roadmaps, and global market and production strategies involving economics, finance, human resources, accounting, procurement, production, logistics, research and innovation, and marketing. Pinterest, a video library, is another value-added feature, which is a Web site housing the best video clips to visually convey concept that may be tough to understand. To stay current and up-to-date, almost every opening and closing case
within the chapters are new. This keeps the content contemporary and relatable to students to easily apply concepts. All chapter maps are new to appease visual learners. All statistics referenced have been updated to incorporate the most recently available data, to appease tactile learners. The author has an updated Management Focus—to illustrate the relevance of each chapter material and how it plays out in the environment of International Business.

The contents of the book run through 688 pages and divided into six parts, which are further sectioned into 20 chapters. The text covers almost all basic and modern concepts of the International Business in view of the present globalized era of 21st century. The book also has an updated Country Focus—Each Country Focus feature is updated to provide a clearer background on the political, economic, social or cultural aspects of countries grappling with International Business issues. Each chapter is very informative and having opening case, closing case, end-of-part cases, focus-box & exercises, management focus, implications for managers, and globalEDGE Research Task. These make the book very valuable and competitive in terms of spreading of information, knowledge and experiences in the international business. Access to interactive study tools such as Business around the world, Drag-and-drop maps, the Global Business Plan, and iGlobe makes the book very interactive and informative. With Connect International Business, students can engage with their coursework anytime and anywhere, making the learning process more accessible and efficient.

The author has also added insights from the following research:

- The new trade theory and strategic trade policy.
- The work of Nobel Prize-winning economist Amartya Sen on economic development.
- The work of Hernando de Soto on the link between property rights and economic development.
- Samuel Huntington's influential thesis on the "clash of civilizations."
- Empirical work by Jeffrey Sachs and others on the relationship between international trade and economic growth.
- Michael Porter's theory of the competitive advantage of nations.
- Robert Reich's work on national competitive advantage.
- The work of Nobel Prize-winner Douglass North and others on national institutional structures and the protection of property rights.
- The market imperfections approach to foreign direct investment that has grown out of Ronald Coase and Oliver Williamson's work on transaction cost economics.
Christopher Bartlett and Sumantra Ghoshal’s research on the transnational corporation.

**Part 1** titled ‘Introduction and Overview’ comprises of one chapter on ‘Globalization’ and provides an in-depth look at globalization, and new studies on income distribution and globalization. Chapter 1 provides an overview of the key issues to be addressed and explains the plan of the book.

**Part 2** titled ‘Country Differences’ holds four chapters. Chapters 2 reviews national differences in political economy, chapter 3 talks about Political Economy & Economic Development and chapter 4 focuses on national differences in political economy and culture, and Chapter 5 on ethical issues in international business. Since, many of the central issues in international trade and investment, the global monetary system, international business strategy and structure, and international business operations arise out of national differences in political economy and culture; these basic roots of the international business are discussed in these introductory sections of the book.

**Part 3** is on ‘The Global Trade & Investment Environment’ comprising of four chapters, presents the international trade theory, the political economy of international trade, Foreign Direct Investment (FDI) and Regional Economic Integration. Chapters 6 through 9 investigate the political economy of international trade and investment. The purpose of this part is to describe and explain the trade and investment environment in which international business occurs. Chapter 6 reviews a number of theories that explain why it is beneficial for a country to engage in international trade and explains the pattern of international trade observed in the world economy. Chapter 7 reports the various instruments of trade policy, reviews the political and economic arguments for government intervention in international trade, re-examines the economic case for free trade in light of the strategic trade policy argument, and looks at the evolution of the world trading framework. Chapter 8 reviews theories that attempt to explain the pattern of Foreign Direct Investment (FDI) between countries and to examine the influence of governments on firms' decisions to invest in foreign countries. Chapter 9 pursues, the economic and political debate surrounding regional economic integration, reviews the progress toward regional economic integration in Europe, the Americas, and elsewhere and distinguishes the important implications of regional economic integration for the practice of international business.

**Part 4** is about ‘The Global Monetary System’ which includes three chapters. The Chapters 10 through 12 describe and explain the global monetary system, laying out in detail the monetary framework in which international business transactions are conducted. Chapter 10 explains how the foreign exchange market works, examines the forces that determine exchange rates, and then discussed the
implications of these factors for international business. Also, it highlights that any changes in exchange rates can dramatically alter the profitability of foreign trade and investment deals, this is an area of major interest to international business. Chapter 11 highlights the workings of the international monetary system and pointed out its implications for international business. Chapter 12 focuses on the functions and forms of the global capital market and define the implications of these for international business practice.

**Part 5** holds the strategically key part of the international business, titled as ‘The strategy & structure of International Business’. In these chapters 13 through 15, the attention shifts from the environment to the firm. Here the book examines the strategies and structures that firms adopt to compete effectively in the international business environment. Chapter 13 reviews basic principles of strategy and the various ways in which firms can profit from global expansion, and it looks at the strategies that firms that compete globally can adopt. Chapter 14 identifies the organizational architecture that can be used by multinational enterprises to manage and direct their global operations. A central theme of the chapter is that different strategies require different architectures; strategy is implemented through architecture. Chapter 15 explains the basic entry decisions include identifying which markets to enter, when to enter those markets, and on what scale.

**Part 6** titled ‘International Business Functions’ is about the global business operations and functions in the international business. In Chapters 16 through 20 the focus narrows further to investigate business operations. These chapters explain how firms can perform their key functions-manufacturing, marketing, R&D, human resource management, accounting, and finance-to compete and succeed in the international business environment. Chapter 16 examines the steps that firms must take to promises to pay a beneficiary, normally the ex-establish themselves as exporters. Chapter 17 highlights how efficient production and logistics functions can improve an international business's competitive position by lowering the costs of value creation and by performing value creation activities in such ways that customer service is enhanced and value added is maximized. Chapter 18 discusses the marketing and R&D functions in international business. A persistent theme of the chapter is the tension that exists between the need to reduce costs and the need to be responsive to local conditions, which raises costs. Chapter 19 focuses on human resource management in international businesses. HRM activities include human resource strategy, staffing, performance evaluation, management development, compensation, and labor relation. Chapter 20 throws light on accounting and financial management in the international business. It explains why accounting practices and standards differ from country to country and surveys the efforts under way to harmonize countries' accounting practices.

The book is excellently written to focus on all the aspects of the international business in terms of practicability and application of knowledge and
experience in almost all the operations of the international business. The author delivers a clear introduction to the core concepts, techniques and applications of the broader field of International Business. The book also illuminates the assortment of operational activities, applications, and issues facing contemporary international business through an equally varied set of up-to-date and specialized examples. The author delivers the contemporary examples of international business practices and cases from real companies portraying the relevancy to students. It exemplifies the impact of activities and concepts of international business, and offers effective digital and print tools to help students master course concepts. Videos of current best practices from leading companies, cases, and question bank with answers, offer prompts for discussion and assignments.

However, there is a need to include the topics related to Free Trade Zones (FTZs), Industrial Zones (IZs) and Special Economic Zones (SEZs) which are the backbone of the international business, today, and making the world more active in terms of economic activities and business operations globally. It is also suggested to include the new topics emerging out in the international business like dry ports. A new chapter, “Global Internet and e-Commerce”, may be included in this book, which may entice the students and researchers to attain more knowledge and expertise in the international business. The book has plenty of data tables, but needs to include more colorful photographs and maps. Use of more colorful tables, borders and shadings will attract the readers and make them feel more delighted readers.