

# McGraw Hill International Business Differentiation Guide

Product	Hill/Hult <i>International Business, 12e©2019</i>	Hill/Hult <i>Global Business Today, 11e©2020</i>	Geringer et al. <i>International Business 2e©2020</i>
Length and focus	<b>Comprehensive</b> 20 chapters + 20 Integrative Cases <a href="#">Link to Table of Contents</a>	<b>Brief</b> 17 chapters <a href="#">Link to Table of Contents</a>	<b>Comprehensive</b> 15 Modules and 3 bonus modules <a href="#">Link to Table of Contents</a>
<b>Approach</b>  What approach do you take with your course? How should your textbook support this approach?	<ul style="list-style-type: none"> <li>• <b>#2 market-leading IB product</b></li> <li>• Comprehensive</li> <li>• Case-oriented version</li> <li>• Deeper focus on the global monetary system, structure of international business, international accounting, and international finance.</li> <li>• More of an <u>analytical</u> (as opposed to a descriptive) approach to the course</li> <li>• Emphasis on strategy</li> <li>• Well-known authors, one who is an economist, the other mktg and supply chain management</li> <li>• Why Hill/Hult? A video from the authors: <a href="http://bit.ly/Hill-Hult">http://bit.ly/Hill-Hult</a></li> </ul>	<ul style="list-style-type: none"> <li>• <b>#1 market-leading IB product</b></li> <li>• More concise coverage, yet comprehensive and up-to-date</li> <li>• Application rich and relevant</li> <li>• Managerial focus shows implications of both macro and micro topics to everyday business professionals.</li> <li>• Less coverage of monetary systems, structure, accounting and financial issues than big Hill.</li> <li>• Less depth of certain topics than big Hill</li> <li>• Why Hill/Hult? A video series from the authors: <a href="http://bit.ly/Hill-Hult">bit.ly/Hill-Hult</a></li> </ul>	<ul style="list-style-type: none"> <li>• Modules are independent from each other allowing faculty opportunity to customize around course outcomes.</li> <li>• Emphasizes culture (Module 3), and throughout.</li> <li>• Strong on the global environment as it has separate chapters on the political, social, legal, cultural, and physical environments</li> <li>• Cultural emphasis</li> <li>• Author-written supplements package geared to all course modalities</li> <li>• Student-focused features and writing style.</li> </ul>
Undergraduate or Graduate?	Both	Both	Both
Supplements/Digital Offer	<b>Instructor supplements:</b> Instructor's Manual, Test Bank, PowerPoint, Additional Cases/Notes, Global Business Plan and globalEdge resources  <b>IB Video Library with Teaching Notes:</b> <a href="#">Click here</a>  <b>Connect:</b> <ul style="list-style-type: none"> <li>• SmartBook</li> <li>• Mobile-friendly eText</li> <li>• Applications Exercises               <ul style="list-style-type: none"> <li>-Click &amp; Drag</li> <li>-Matching</li> <li>-<a href="#">Did you Know author video cases</a></li> <li>-<a href="#">Animated video cases</a></li> <li>-Case Analysis</li> <li>-Quizzes/Tests</li> </ul> </li> </ul> <b>GLO-BUS:</b> <a href="#">Click here</a>	<b>Instructor supplements:</b> Instructor's Manual, Test Bank, PowerPoint, Global Business Plan and globalEdge resources  <b>IB Video Library with Teaching Notes:</b> <a href="#">Click here</a>  <b>Connect:</b> <ul style="list-style-type: none"> <li>• SmartBook 2.0</li> <li>• Mobile-friendly eText</li> <li>• Applications Exercises               <ul style="list-style-type: none"> <li>-Click &amp; Drag</li> <li>-Matching</li> <li>-<a href="#">Did you Know author video cases</a></li> <li>-<a href="#">Animated video cases</a></li> <li>-Case Analysis</li> <li>-NEW! Geography Mapping Activities</li> <li>-Quizzes/Tests</li> </ul> </li> </ul> <b>GLO-BUS:</b> <a href="#">Click here</a>	<b>Instructor supplements:</b> Author-written Instructor's Manual, Test Bank, PowerPoint  <b>IB Video Library with Teaching Notes:</b> <a href="#">Click here</a>  <b>Connect:</b> <ul style="list-style-type: none"> <li>• SmartBook 2.0</li> <li>• Mobile-friendly eText</li> <li>• Applications Exercises               <ul style="list-style-type: none"> <li>-Click &amp; Drag</li> <li>-Case Analysis</li> <li>-Quizzes/Tests</li> <li>-NEW! Geography Mapping Activities</li> </ul> </li> </ul> <b>GLO-BUS:</b> <a href="#">Click here</a>