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GB Hill, Global Business Today, 6th Edition, McGraw-Hill Companies, 2008 GM Keegan, Green, Global Marketing 5th Edition, Prentice Hall, 2007 GP Freud, Group Psychology and the Analysis of the Ego, Norton, 1974 GS Inkpen, Ramaswamy, Global Strategy: ...

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(published by McGraw Hill Professional) and Total Global Strategy (2012) with George Yip He is also co-author of a number of academic textbooks, including the #1 market-share leading Global Business Today 9e (2016) and International Charles WL and G Tomas M Hult (2016), Global Business Today, 9th Ed, McGraw-Hill Hult, Tomas, David

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