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Salem Press Announces the Newest Volume in the *Principles of Business Series, Globalization*

Salem Press is pleased to add *Principles of Business: Globalization* to its series, *Principles of Business*. This new resource introduces students and researchers to the fundamentals of globalization using easy-to-understand language, providing readers with the tools to recognize effective, and ineffective, forms of globalization and build their skill set to develop solid skills of their own.

The word *globalization* is bandied about in the news media and elsewhere, often without precise definition. We can define *globalization*, though, as the growing interdependence not only of the world's economies but also of populations and cultures. This interdependence is created by cross-border trade, the transfer of technological processes, and flow of investment capital, information, skills, resources, and labor. It can more narrowly refer to the economic partnerships that nations have forged to facilitate the international flow of goods and services. This work focuses on such important topics in globalization as "Business Cycle," "Fair Trade," "Applied Global Money Management," and "Survival Models." All entries are arranged in an A to Z order, making it easy to find the topic of interest. Each entry includes an Abstract that provides a brief, concrete introduction to the topic and how the entry is organized, a Presentation of the Topic, including a discussion of applications and issues, a Bibliography of works discussed in the article, and a helpful list of Further Reading. Other topics discussed in *Principles of Business: Globalization* include:

- Climate Change
- Environment and the Global Economy
- Free-Trade Agreements
- Global Outsourcing
- Globalization and Human Rights
- International Banking
- Microeconomic Theory
- Regression Analysis
- Stock Markets
- Technological Innovation and Entrepreneurs
- The U.S. Financial Crisis of 2007-2010
- Plus much, much more!

The book's back matter is another valuable resource which includes a detailed **Glossary** that defines need-to-know vocabulary terms and a **Subject Index** which organizes the material by subject for easy research.

The *Principles of Business* series offer students and researchers an easy-to-understand introduction to the major principles of various aspects of business. These new resources will be a helpful tool for students and researchers who are just beginning their studies of business and need a solid foundation of the key terms and elements in the field. A must have for all high school and undergraduate business and economics programs.

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Libraries and schools purchasing the printed version of any Salem Press title get complimentary online access to that title on our new online database, <http://online.salempress.com>. Combining Salem's Literature, History, Health, Science and Careers titles, students and researchers can now access all of their Salem content in one comprehensive site. Any school or library with print reference content in Salem Press' database is entitled to online access to that content. This access is an inherent part of our product.

Principles of Business: Globalization

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Other Titles from the Series:

Principles of Business: Leadership

Principles of Business: Accounting

Principles of Business: Economics

Principles of Business: Entrepreneurship

Principles of Business: Finance

Principles of Business: Management

Principles of Business: Marketing