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International Business Research: Strategies and Resources

By Esther L. Gil, Awilda Reyes



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In the 21st century, most businesses participate in globalization, whether by entering new markets worldwide or dealing with competitors from around the world. In addition, the Internet and the accelerated evolution of related tools such as social media provide businesses, as well as individuals, the means to participate globally at an increasing pace. In order to identify profitable business opportunities and to recognize potential obstacles, one must have a complete picture of the global business environment. The Web and other Internet tools also give both new and traditional producers of information additional ways to deliver content to the end user, including interactive, web-based databases, digital files, or twitter updates—to name a few.

Taking these trends into consideration, *International Business Research: Strategies and Resources* provides the basic tools that are useful for doing international business research. Following an introduction that outlines the foundation for international business activity— money, the international monetary system, and financial markets—subsequent chapters address: essential information such as sources, organizations, and websites that list resources for specific regions and countries; how to find international company information and financial data; the major classification schemes used to find relevant industry data, including import/export statistics; and international market and industry research.

Each chapter of *International Business Research* includes research recommendations based upon the authors' practical experiences and discusses the sources available to meet research needs, making this a valuable tool for anyone involved in the business world, particularly business school librarians, business students, and business professionals.



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Editorial Review

Review

The major strength of this work by Gil (Univ. of Denver) and Reyes (West Chester Univ.) is its methodical approach to strategies for finding international business information. While it highlights specific sources, its contextualization of how and why particular kinds of information are likely to be useful is important--especially for researchers relatively new to investigating international business. Chapter 1 frames the later chapters by providing an overview of the types of tools and sources that may be broadly applicable for international business research. Subsequent chapters more thoroughly investigate various angles that researchers may wish to take. Chapter 2 discusses financial markets and the international monetary system. Chapter 3 describes major organizations that provide global information; these include US government sources, international organizations, and commercial publishers. Chapter 4 delves into regional economic organizations and trading blocs, and chapter 5 discusses various strategies for international company research. Chapter 6 reviews various industry classification schemes, while Chapter 7 identifies strategies for industry research on a global scale. Chapter 8 focuses on market research. Chapter 9 takes a more personal note, identifying ways that investors can diversify their portfolios and providing sources of information about such instruments. Relevant sources are listed alphabetically (categorized as either fee-based or free) at the end of each chapter, with URLs or other contact information for each. Overall, this book provides a solid foundation for coherently approaching a vast, multifaceted, and dynamic area of research. **Summing Up: Recommended.** Lower-level undergraduates and above; general readers (*CHOICE*)

Although we live in a global economy, conducting international business research is still a daunting task due to its complexity and the growing number of information resources from which to choose. The authors, Ester L. Gil and Awilda Reyes, both academic librarians, provide an excellent overview of the international business research process in *International Business Research: Strategies and Resources*. Rather than focusing on individual resources, the book provides strategies to guide users through the research process for different aspects of international business. The nine chapters cover: basic tools and sources, international monetary system and financial markets, resources with world coverage, regional economic organizations and trade blocs, international company research, industry classification systems, international industry research, international market research and global investing. Chapters begin with general strategies on how to locate various types of information for that sector with suggested resources briefly described. As the book is aimed at all types of users, resources range from freely available U.S., foreign, and international resources to subscription-based resources only available at academic or large research libraries. (*American Reference Books Annual*)

[T]his book provides an overview of strategies, resources, and the authors' own experience on the topic of international business. It is geared towards academia, but many of the resources are available to anyone. This book is packed with resources and tips, along with the authors' extensive knowledge and expertise on this topic. I highly recommend this volume for anyone involved in collection development in the business and economics subject areas. (*Collection Building*)

About the Author

Esther L. Gil is associate professor and business and economics reference librarian at the University of Denver, Penrose Library.

Awilda Reyes is associate professor and government documents and maps librarian at West Chester

University in Pennsylvania.

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