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The Bottom Line Is Betrayal: An International Business Action Adventure, Seventh Edition



Synopsis

The Bottom Line Is Betrayal: An International Business Action Adventure is a fictional business novel that delves into the operation of a multinational corporation whose characters demonstrate practical applications of business concepts, computer forensics, and forensic marketing. The characters use the skills of business and technology to solve problems such as improving accounting procedures, safeguarding computer information, and analyzing the international market and general economy. Through engaging in a story about real business practices, global collaboration, and cutthroat competition, readers can effectively see the bigger picture, enabling them to resolve more complex problems, including ethical dilemmas. This action novel is designed for use in any business course, specifically to supplement coverage of information technology and international trade issues. The novel is especially well suited for any international-oriented class or an Introduction to Business class because it demonstrates how diverse business fields, accounting, economics, finance, management, and marketing work together for the overall success of the firm. This educational novel also could be used in a marketing class or an international accounting class. Mystery and intrigue are synonymous with the novel's protagonist, Moses McDonald, an international business professor and litigation consultant who has been hired by Coca-Cola. While on the job, Moses and his assistant, Duke, uncover a scheme that could jeopardize Coke's future existence. Fraud, corporate espionage, international politics, and devastating betrayal place Moses and his colleagues in life-threatening situations. They travel overseas and use state-of-the-art technology to solve the problem. So pull on your trench coat, put on your fedora, and enjoy an exciting, educational read.

Book Information

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Customer Reviews

Katherine Taken Smith is an Assistant Professor of Marketing at Murray State University. Lawrence Murphy Smith is a Professor of Accounting at the Murray State University College of Business. D. Larry Crumbley is the KPMG Endowed Professor in the Department of Accounting at Louisiana State University.

required reading for my son's freshman business class while attending the university that a few of the authors come from. I picked the book up and before I knew it I was moving on to the second chapter. That is as far as I got before the book went to college, but my son has continued reading it and is enjoying it. I look forward to finishing the book at Christmas.

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