



YOUR SOURCE FOR  
global business  
knowledge



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**globalEDGE.msu.edu**  
International Business Resources

## What can globalEDGE do for you?

globalEDGE offers the latest and most comprehensive international business and trade content for a wide range of topics. Whether conducting extensive market research, looking to improve your international knowledge, or simply browsing, you're sure to find what you need to sharpen your competitive edge in today's rapidly changing global marketplace.

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**It's easy.  
It's convenient.  
It's free!**

**Michigan State University's globalEDGE web site is hands down the best source of information about the countries, industries, and technologies with the most promising growth potential for U.S. companies doing business overseas.**

**NOEL NEVSHEHIR**

DIRECTOR OF  
INTERNATIONAL  
BUSINESS SERVICES,  
AUTOMATION ALLEY



## Global Insights

**BY TRADE BLOC** Analysis and resources organized by major global trade blocs.

**BY COUNTRY** Statistics, history, politics, and demographics for countries around the world.

**BY STATE** International business and trade information for the 50 United States.

**BY INDUSTRY** News, events, and statistics for twenty distinct industry sectors.

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I am really impressed with how globalEDGE manages today's information overload to provide practical international business information.

**STEN SJOBERG**

COO, DEMMER CORPORATION

## Reference Desk

**GLOSSARY** offers a comprehensive listing of international business terms accompanied by definitions.

**ONLINE COURSE MODULES** provide an easy, straightforward approach to learning about international business using case studies, quizzes, and narrated slides.

**GLOBAL RESOURCE DIRECTORY** takes a broad approach to international business research by providing relevant and applicable resources across a wide range of topics.

**EXPORT TUTORIALS** guide users through international business topics in order to sharpen, refine, or build current knowledge.

## Knowledge Tools

**MARKET POTENTIAL INDEX FOR EMERGING MARKETS** is an index designed to help business professionals and academics to evaluate emerging markets across the globe.

**DATABASE OF INTERNATIONAL BUSINESS STATISTICS** is a robust database to simplify and synthesize complex international business data.

**DIAGNOSTIC TOOLS** can help your business grow. Self assessment tools help identify your exporting potential.

**COMPARATOR TOOL** allows comparison of countries across the globe.

**TEST YOUR KNOWLEDGE** with fun games that measure your international business prowess.

## Get Connected

**globalEDGE BLOG** Opinions and views of important international business events.

**globalEDGE BUSINESS REVIEW** Cutting-edge practitioner articles dealing with a variety of international business topics.

**globalEDGE NEWSLETTER** A monthly newsletter sharing global trends and insights.



## Academy

**COURSE CONTENT** International business curriculum resources for educators.

**RESEARCH** Publication and research resources for academics.

**COMMUNITY COLLEGE** International business resources for community college students and professors.

**ANNOUNCEMENTS** Calls for papers, conferences, and grant opportunities.

**PROGRAM RESOURCES** International internships and academic program directories.




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globalEDGE is ... an essential tool for students, executives and researchers. It is a magnificent source and resource, continuously updated; its diagnostic tools are true interactive learning opportunities for all users.

**DR. JOHN R. MCINTYRE**  
PROFESSOR  
OF INTERNATIONAL  
MANAGEMENT,  
GEORGIA TECH



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