



International Management: Culture, Strategy and Behaviour

By Fred Luthans, Jonathan Doh, Richard Hodgetts

Tata McGraw-Hill Education Pvt. Ltd., 2005. Softcover. Book Condition: New. 5th or later edition. As a discipline of academy inquiry, International Management applies management concepts and techniques to their contexts in firms working in multinational, multicultural environments. Hodgetts` s Luthans: International Management was the first mainstream International Management text in the market. Its 6th edition continues to set the standard for International Management texts with its research-based content and its balance between culture, strategy, and behavior. International Management stresses the balanced approach and the synergy/connection between the text`s four parts: Environment (3 chapters): Culture (4 chapters), Strategy and Functions (4 chapters) and Organizational Behavior /Human Resource Management (4 chapters). Table of contents PART I : ENVIRONMENTAL FOUNDATION Chapter 1. Globalization and Worldwide Developments Chapter 2. The Political, Legal, and Technological Environment Chapter 3. Ethics and Social Responsibility Brief Integrative Case 1: Colgate?s Distasteful Toothpaste Brief Integrative Case 2: Advertising or Free Speech? The Case of Nike and Human Rights In-Depth Integrative Case 1: Pharmaceutical Companies, Intellectual Property, and the Global AIDS Epidemic PART II : THE ROLE OF CULTURE Chapter 4. The Meanings and Dimensions of Culture Chapter 5. Managing Across Culture Chapter 6. Organizational Culture and Diversity Chapter 7. Cross-Culture...



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