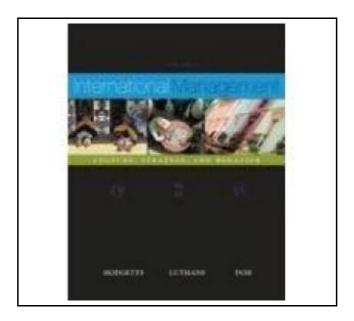
International Management: Culture, Strategy and Behaviour



Filesize: 9.19 MB

Reviews

I just started off looking at this pdf. Of course, it is perform, continue to an amazing and interesting literature. I realized this pdf from my dad and i recommended this book to understand. (Mrs. Ettie Berge)

INTERNATIONAL MANAGEMENT: CULTURE, STRATEGY AND BEHAVIOUR



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 Communication and Negotiation Brief Integrative Case 1: Cross Cultural Conflicts in the Corning-Vitro Joint Venture Brief Integrative Case 2: Integrating National and Organizational Cultures: Chemical Bank?s Mergers in Europe In-Depth Integrative Case 1:EuroDisney In-Depth Integrative Case 2:Wal-Mart?s Japan Strategy PART III: INTERNATIONAL STRATEGIC MANAGEMENT Chapter 8. Strategy Formulation and Implementation Chapter 9. Entry Strategies and Organizational Structures Chapter 10. Managing Political Risk, Government Relations, and Alliances Chapter 11. Management Decision and Control Brief Integrative Case 1: KNP, N.V Brief Integrative Case 2: Reliance In-Depth Integrative Case 1:The HP-Compaq Merger and its Global Implications In-Depth Integrative Case 2:Can the Budget...



Read International Management: Culture, Strategy and Behaviour Online Download PDF International Management: Culture, Strategy and Behaviour

Related Kindle Books



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

Save eBook »



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

Save eBook »



Write Better Stories and Essays: Topics and Techniques to Improve Writing Skills for Students in Grades 6 - 8: Common Core State Standards Aligned

Createspace Independent Publishing Platform, United States, 2012. Paperback. Book Condition: New. 277 x 211 mm. Language: English. Brand New Book ***** Print on Demand ******.Mr. George Smith, a children s book author, has been...

Save eBook »



Read Write Inc. Phonics: Green Set 1 Storybook 4 the Spell

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 207 x 152 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read...

Save eBook »



Read Write Inc. Phonics: Orange Set 4 Storybook 1 Playday

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 209 x 142 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read...

Save eBook »