



Multinational Management, International Edition (Paperback)

By K. Praveen Parboteeah, John B. Cullen

Cengage Learning, Inc, United States, 2013. Paperback. Condition: New. 6th edition. Language: English. Brand new Book. In today's increasingly complex global environment, developing and making strategic choices are the mainstays of successful decision making. The updated edition of Cullen & Parboteeah's MULTINATIONAL MANAGEMENT: A STRATEGIC APPROACH, 6e, International Edition uses a distinctive strategic approach to explore the global economy and the impact of managerial decisions-equipping students with a strategic mindset. The text covers all topics essential to international management, including comparative management issues, formation and implementation of strategies in the global environment, the building of strategic alliances, negotiation and cross-cultural communication, international human resource management, business ethics, and much more.

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