



International Management: Managing Across Borders and Cultures (Text and Cases) (Seventh Edition)(Chinese Edition)

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paperback. Book Condition: New. Paperback Language: English Publisher: Tsinghua University Press; 1 edition (January 1. 2012). Introduction American Business School. original teaching materials selected series of cross-border and cross-cultural management of the International Management: Curriculum and Case (No. 7 Edition) analysis of the challenges posed by the current fierce global competitive environment for managers. guidance managers how to act. how to develop and implement strategies to improve his own skills. as well.



Reviews

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