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Directed primarily toward undergraduate and graduate International Business or General Management majors, this text also provides practical content to current and aspiring industry professionals. International Management explores the manager's role within the dynamic global environment of business management by exploring the political, legal, technological, competitive, and cultural factors that shape corporations worldwide.

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This book addresses the actual management functions and behaviors necessary to develop global vision and management skills at both an organizational strategic(macro) level, and the interpersonal (micro) level. This book places the executive or reader in the role of a manager of any nationality, encouraging the reader to take a truly global perspective in dealing with dynamic management issues in both foreign and diverse host environments. Throughout, the book emphasizes how the variable of culture interacts with other national and international factors to affect managerial processes and behaviors. In addition, the growing competitive influence of technology is emphasized, with boxes featuring the use of e-business for global competitive strategic positioning. A four-part organization covers the global manager's environment, the cultural context of global management, formulating and implementing strategy for international and global operations, and global human resources management. For executives trying to improve their global vision and management skills in order to better themselves and the various organizations for which they work.

With deregulation, privatization, and information technology transforming competition, the transnational model continually evolves. In a timely response to this dynamically changing business world, Bartlett and Ghoshal revisit their breakthrough concepts, updating the material with fresh examples drawn from today's leading global enterprises. The second edition of Managing Across Borders builds on the authors' ongoing exploration of the transnational, with their current research extending and illuminating the findings of their earlier work. An entirely new section, "The Transformation Challenge," focuses on how several companies have implemented the book's concepts. We see firsthand the obstacles and opportunities to building an effective transnational organization. This new edition also includes an application handbook, a highly practical tool that helps readers translate the book's ideas into real-world action plans for their companies.

As a discipline of academy inquiry, International Management applies management concepts and techniques to their contexts in firms working in multinational, multicultural environments. Hodgetts/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).