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Release Date: 25-04-2017. Details: Product description International Management: Culture, Strategy, and Behavior reflect new and emerging developments influencing international managers. With integrated real-world examples, research, and practical applications, students understand how to adjust, adapt, and navigate the changing global business landscape and respond to global challenges-making it a market-leader.

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International Management, coauthored with the late Richard Hodgetts and Jonathon Doh, also published by McGraw-Hill, is in its seventh edition. He also has two recent books, *The High Impact Leader* (with Bruce Avolio, McGraw-Hill, 2006) and *Psychological Capital* (with Carolyn Youssef and Bruce Avolio, Oxford, 2007).

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The eighth edition of International Management: Culture, Strategy, and Behavior incorporates important new and emerging developments affecting international managers. The text is designed to help students understand how to effectively adjust, adapt, and navigate the changing business landscape they will face on a day-to-day basis. Luthans and Doh continue to take a balanced approach to the theory of international management while also making the book even more user-friendly and practical.

As a discipline of academy inquiry, International Management applies management concepts and techniques to their contexts in firms working in

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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).

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International Management: Culture, Strategy, and Behavior reflect new and emerging developments influencing international managers. With integrated real-world examples, research, and practical applications, students understand how to adjust, adapt, and navigate the changing global business landscape and respond to global challenges-making it a market-leader. The authors retain research and practices over the past decades, and incorporate new and emerging developments affecting international managers to increase students' effectiveness in managing across cultures. The 11th edition has the following chapter distribution: environment (three chapters), culture (four chapters), strategy (four

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chapters), and organizational behavior/human resource management (three chapters).

Whatever their industry of origin, all companies are facing the same challenge to a greater or lesser degree: globalization. It is becoming more and more evident that companies need to plan ahead and anticipate coming developments if they are to be successful in the future. Today, it is crucial to establish a solid competitive position in the global arena. There is no doubt that a corporate culture that is open to innovation and shaped by global thinking, plays a key role in this context. A culture in which representatives of different countries and cultures can

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come together, anticipating and understanding the cultural challenges, creates the foundation of any international business. A global view on intercultural management will be the key to successfully doing business in diverse cultural environments.

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text content in more detail. - Technology Application boxes. - Keeps students abreast of how technolog

Small and medium-sized businesses hoping to enter the international business realm have multiple internal and external challenges to overcome before they can expand. Such challenges can include technological developments, market conditions, and reduction in global trade barriers, though these factors are continuously changing. Determining the correct course of action can be difficult depending on the goals of the company. Trends and Issues in

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International Planning for Businesses is an essential reference source that focuses on key external and internal factors that enable or disable the creation and enhancement of success opportunities for firms that wish to expand internationally. Featuring research on topics such as cultural norms, international trade, and global marketing, this book is ideally designed for international organizations, small and medium-sized businesses, managers, executives, directors, business consultants, policy managers, business professionals, academicians, researchers, and students seeking coverage on issues that influence firms in their international planning.

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Learn the true process of a successful entrepreneur with **ENTREPRENEURSHIP: THEORY, PROCESS, PRACTICE, 9e!** Presenting the most current thinking in this explosive field, this renowned entrepreneurship text provides a practical, step-by-step approach that makes learning easy. Using exercises and case presentations, you can apply your own ideas and develop useful entrepreneurial skills. Cases and examples found throughout the text present the new venture creations or corporate innovations that permeate the world economy today. This book will be your guide to understanding the entrepreneurial challenges of tomorrow. Important Notice: Media content referenced within the product description or

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Crises and scandals in the world of international management have brought a new spotlight onto how the subject is taught, studied and understood. There has been a plethora of literature on international management, but a lack of focus on how international management education (IME) can be shaped to respond to existing and future global business challenges. The Routledge Companion to International Management Education gathers together contributors from academia, industry and university administration involved in IME, to: introduce the domain of IME;

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describe the emerging state in new geographical areas; discuss the major issues and debates revolving around IME; explore the linkage of technology and international management, and shed light on the future of IME. The diverse background of the contributors provides a global perspective that challenges the dominant Anglo-American view, with up-to-date specific insights originating from their indigenous view points, which has often been neglected and inadequately covered. The volume answers important questions, such as: Do we need a vision in IME? What is the current state of IME? How has IME grown in emerging market segments? What roles does technology play in its recent development?

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The volume provides thought-provoking reading for educators, administrators, policy makers, human resources professionals and researchers. It will also give future international management students a glimpse of IME from a global inside-out perspective.

The book outlines how companies should synchronize competitive strategies with extant strategies for social engagement and political and regulatory activism in order to build and sustain business success.

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