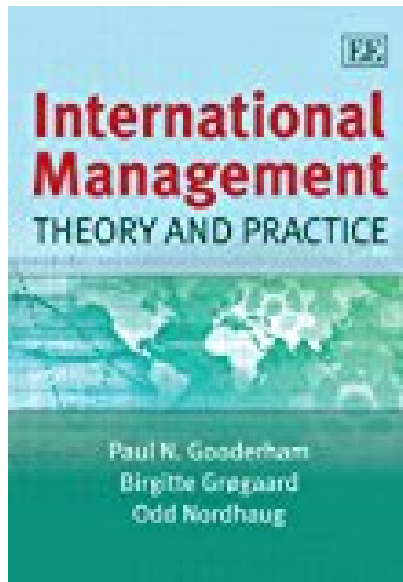


International Management Theory and Practice



BOOK DETAILS

- Author : Paul N. Gooderham
- Pages : 480 Pages
- Publisher : Edward Elgar Pub
- Language : English
- ISBN : 1782546227

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BOOK SYNOPSIS

This book focuses on the challenges facing MNCs who are playing away from home in different institutional frameworks and complex cultural contexts. In each chapter the authors provide a clear exposition and critique of the current literature followed by a sophisticated case study that highlights the key challenges and dilemmas faced by MNCs in dynamic environments. Through a combination of solid theory and rich cases this book provides a fresh and important contribution to the discipline and will be invaluable for academics, postgraduate students and practitioners. ð Pauline Stanton, Victoria University Melbourne, Australia

The textbook addresses crucial challenges facing managers of MNCs. The topics are introduced systematically, with suitable theoretical grounding and accompanied with rich insights from case studies. It is very well customized to students in international management providing not only a broad overview but also in depth knowledge of real world challenges in a globalised business world. ð Rüdiger Kabst, Justus-Liebig-Universität Gießen, Germany

This excellent book covers the field of international business and particularly international management and is written in a way that cuts through these complex concepts and makes them understandable without losing any of the nuances. The substantial case studies attached to each topic and chapter can be mined by teachers and students in a variety of different ways. The book is ideal for Masters students, but many of their teachers can gain a lot from it too. ð Chris Brewster, University of Reading, UK

This timely and accessible MBA textbook explores the challenges faced by today's multinational corporations. What is the optimal balance between local responsiveness and global integration? How can a common culture be developed in the face of profound cultural differences? What employment policies are legitimate in a world of differing standards? Through a combination of well-researched theory and illustrative case studies, International Management creates a platform for informed and lively debate on these, and many other issues. Comprehensive and insightful, this important textbook will be an invaluable resource for MBA students, as well as academics and managers faced with the daily challenges of managing international organisations.

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