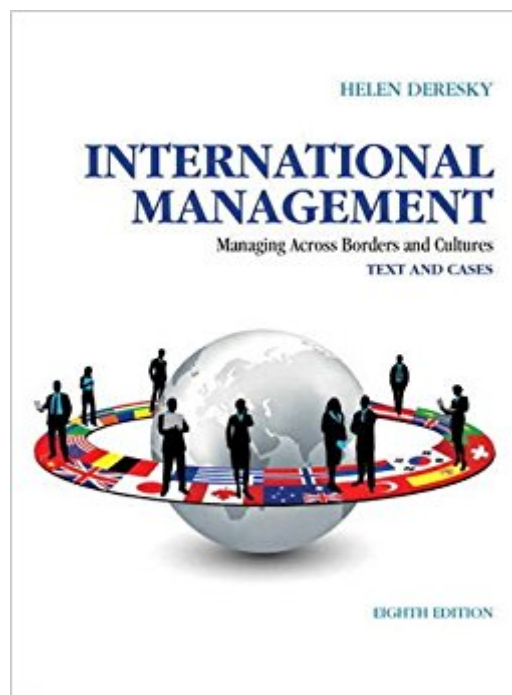




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International Management: Managing Across Borders And Cultures, Text And Cases (8th Edition)



Synopsis

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.

Book Information

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Customer Reviews

To prepare students to meet management challenges in the international context, this new text uses current research, management theory, and world developments to discuss implications for effective management action. With an active, practical approach, the author combines theory and practice by drawing from management experiences as well as research findings to suggest appropriate management behavior. This book will expose students to the strategic as well as interpersonal aspects of a manager's role. It focuses particularly on cross-cultural interactions, including managing a multicultural workforce. Numerous decision-oriented cases, case profiles, and in-depth comparative sections dealing with management issues in other countries will give students a feel for applied management throughout the world. Features include discussion of current world developments and business trends; use of research findings and experiences to recommend management action; comparative management sections that explore management functions in different countries; "Management in Focus" sections that examine real companies' experiences; 14

Comprehensive end-of-part cases; chapter profiles and cases; and integrative cases. International Management: Managing Across Borders and Cultures introduces students to effective management in the global environment by using the familiar framework of the management functions of planning, organization, leading, and controlling.

"Helen Deresky" (Ph.D., Concordia University, Montreal) is Professor of Strategic Management and International Management and Director of the International Business Program at the State University of New York, Plattsburgh. She is a Canadian Studies Associate and a member of the U.S.-Canada Business Council. She is a consultant for the Institute for International Business Education, Research, and Training (IBERT). Professor Deresky was born in England and worked and consulted in various industries in Europe for a number of years before settling in the United States and entering academia. Since then, her research interests have been in strategic implementation and also in management in Latin American countries and in Canada, for which she has developed teaching modules under U.S.D.E. research grants. Professor Deresky has published in various journals, including the "Strategic Management Journal, Organizational Dynamics," and the "Journal of Business Education," and has presented papers at numerous conferences in the United States and Canada. She consults for regional universities and colleges wishing to internationalize their curricula. She teaches courses in strategic management and international management. This is her fourth book on the subject of international management.

Waaaaay better alternative than the option given at my school. Everything was fine, and shipping was quick! Only issue was a few pages were folded over or folded in half, but it happens.

Great!

Good for refference

Great book. Great condition as a used book. A lot of reading but very informative.

I got this book for my MBA class, and it was pretty easy to read and follow though it has tons of information to go through and could be a bit more to the point on certain topics. I have gone through the more recent edition which is much more colorful and up to date and most of the cases are different but not a huge improvement on this edition.

Item as described. Would only read it if required by class. Book is ok, but hard to stay focused on.

This book brings up an interesting view on today's world and how business is being handled now.

I used this textbook in a college Global Management class which turned out to be one of my favorite classes; one that I learned the most from. I found this book more beneficial regarding Global Business in general over another International Business book I used another semester. Get this one!

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