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for courses in international business packed with current examples that reflect the vibrancy of the field of international business this student friendly text offers a managerial approach to international business with an emphasis on skills development

this textbook explores the theoretical and practical aspects of managing international business operations while also dealing with multi cultural multi national and global issues of managing business expansion beyond the domestic market a second revised edition of managing internationally succeeding in a culturally diverse world each chapter contains up to date material in depth coverage of topics visual aids i e charts tables etc and vignettes making this new edition engaging visually appealing and easily accessible for students taking international business management courses the contents of this textbook are separated into four parts part one offers introductory information on the scope and importance of international business management as well as the social and ethical challenges part two covers cultural and behavioral topics part three discusses the strategic and operational aspects of international business management part four explores human resources and labor relations to assist students each chapter starts a preview section which includes an outline of the chapter indicating the important aspects along with a brief description of the major issues following the preview is a vignette that encapsulates the crux of the chapter often presented in an amusing and engaging manner to further help students focus on key

issues the text includes the list of useful business cases to which students can refer to assist professors in teaching from this book ancillary teaching materials such as sample syllabi slides tests and answer keys will be available for download

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