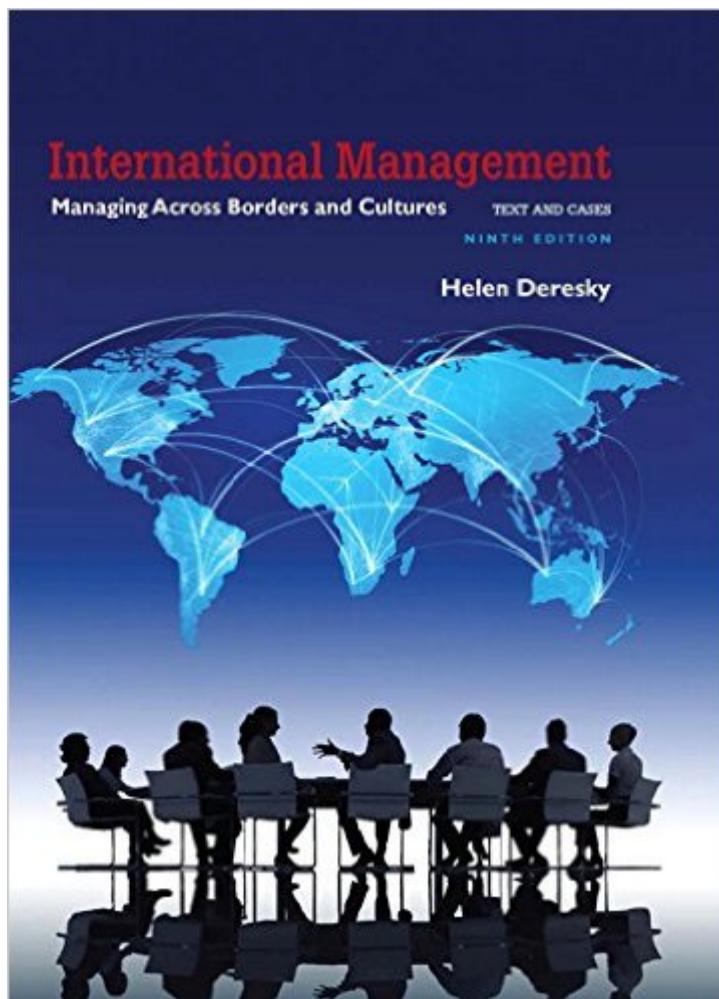


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International Management: Managing Across Borders And Cultures, Text And Cases (9th Edition)



Synopsis

For courses in international business, international management, and general management. International Business is conducted around the globe across cultures, languages, traditions, and a range of economic, political, and technological landscapes. International Management: Managing Across Borders and Cultures examines the challenges to the manager's role associated with adaptive leadership and thoroughly prepares readers for the complicated yet fascinating discipline of international and global management. No matter the size, companies operating overseas are faced with distinct scenarios. In order to be successful, they must accurately assess the components that shape their strategies, operations and overall function. The Ninth Edition trains readers and practicing managers for careers in this evolving global environment by exposing them to effective strategic, interpersonal, and organizational skills, while focusing on sustainability.

Book Information

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Customer Reviews

This is not the same book as the US version of the 8th edition. It does not contain the new case studies at the end of the chapters. If you want the newest US version of this book, it is ISBN-13: 978-0133062120. I have seen many sellers claim it is the same, but it is not.

I have used it for the past five years in a college course with exactly the same title. It covers the cultural differences of managerial operations in multinational enterprises. The PowerPoint slide is useful for lectures. Many in-class exercises were done using articles from: BusinessWeek, Crains NY Business, Economist (online), Financial Times (online), Forbes and Fortune magazines. The

book will be better if more real-world examples were given on CEO of Ikea, Mittal Steel or News Corporation. Students did the research on the CEOs of these firms and reported their final projects. Final projects were done individually or in a group. Students generally like the book except the cost. But the book is cheaper than most of the other international management titles. I would recommend this book to everyone.

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.

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!

Excellent cross-cultural management text. Up to date text that maximized my graduate class experience. Highly recommend the textbook rental vs purchase as this text has little long-term reference value.

Excellent. The package was delivered on time as stated & was not left out on my front door steps but with my neighbors which I greatly appreciated. I live in Jersey City & theft can be easily taken place.

The book was ok (not terrible, but nowhere close to great), but the price is unreasonable. That is an asinine price to charge for this book. As usual, the book publishers try to rip off students who usually have little money to begin with. If you are buying this book because your professor is making you, there is no need for you to look at these reviews, because your decision has already been made for you, but if you are looking to buy a book to learn about international management on your own, do not buy this book.

As a student this book is terribly written. At times, it's as if the writer just rambles and throws case studies in randomly.

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