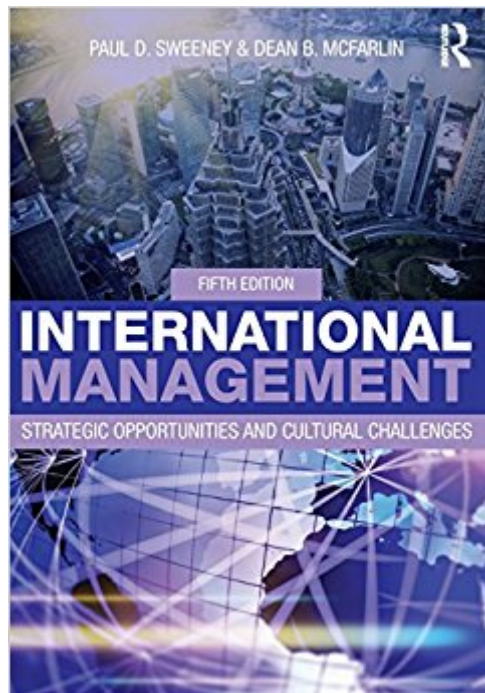




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International Management: Strategic Opportunities And Cultural Challenges



Synopsis

As the economies of many countries become more interrelated, international managers are facing huge challenges and unique opportunities associated with their roles. Now in its fifth edition, Sweeney and McFarlin's *International Management* embodies a balanced and integrated approach to the subject, emphasizing the strategic opportunities available to firms on a global playing field, as well as exploring the challenges of managing an international workforce. Integrating theory and practice across all chapter topics, this book helps students to learn, grasp, and apply the underlying principles of successful international management: Understanding the broad context of international business, including the critical trends impacting international management, the legal and political forces driving international business, and the ethical and cultural dilemmas that can arise Mastering the essential elements of effective interaction in the international arena, from cross-cultural understanding and communication to cross-border negotiation Recognizing and taking advantage of strategic opportunities, such as entering and operating in foreign markets Building and leading effective international teams, including

- personal and behavioral motivation, as well as taking an international perspective on the hiring, training, and development of employees

These principles are emphasized in the text with current examples and practical applications, establishing a foundation for students to apply their understanding in the current global business environment. With a companion website featuring an instructor's manual, powerpoint slides, and a testbank, *International Management*, 5e is a superb resource for instructors and students of international management.

Book Information

Paperback: 624 pages

Publisher: Routledge; 5 edition (October 11, 2014)

Language: English

ISBN-10: 0415825288

ISBN-13: 978-0415825283

Product Dimensions: 7 x 1.3 x 10 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 1 customer review

Best Sellers Rank: #89,134 in Books (See Top 100 in Books) #117 in Books > Textbooks >

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Customer Reviews

"This edition continues the tradition of clearly explaining foundational international management concepts and processes, and illustrating them with exemplary real-world examples. The chapters emphasize the increasing interdependency of both companies and national economies, and the perpetual importance of refining one's cross-cultural skills." - John P. Orr, Ph.D., Webster University, Walker School of Business & Technology, USA

"The 5th edition of International Management by Dean McFarlin and Paul Sweeney is a truly superb textbook that can be used in executive education courses, graduate-level courses, or advanced undergraduate classes in the areas of management, organizational behavior, and/or international business. This textbook is particularly strong in the areas of cross-cultural management, international business ethics, global negotiations, conflict management, motivation and leadership, managing international and multicultural teams, and rewarding and evaluating employees. But -- most importantly -- it covers the most current research and topics in international management from a cultural and strategic perspective." - Douglas M. McCabe, Georgetown University, The McDonough School of Business, USA

"Sweeney and McFarlin's fifth edition of International Management provides new insights into the challenges of operating, managing, and collaborating across national borders and cultural regions of the world. The clear writing style, ample illustrations, and integrative cases allow students to synthesize issues and evaluate strategies in effective and practical ways." - Clive Muir, Stephen F. Austin State University, USA

"The compelling, illustrative examples of how companies are tackling international management issues and the end-of-chapter experiential features makes this a very engaging textbook for international management courses. The self-assessments and controversial case examples are likely to spark exciting classroom discussions." - Stuart Sidle, Ph.D., University of New Haven, USA

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