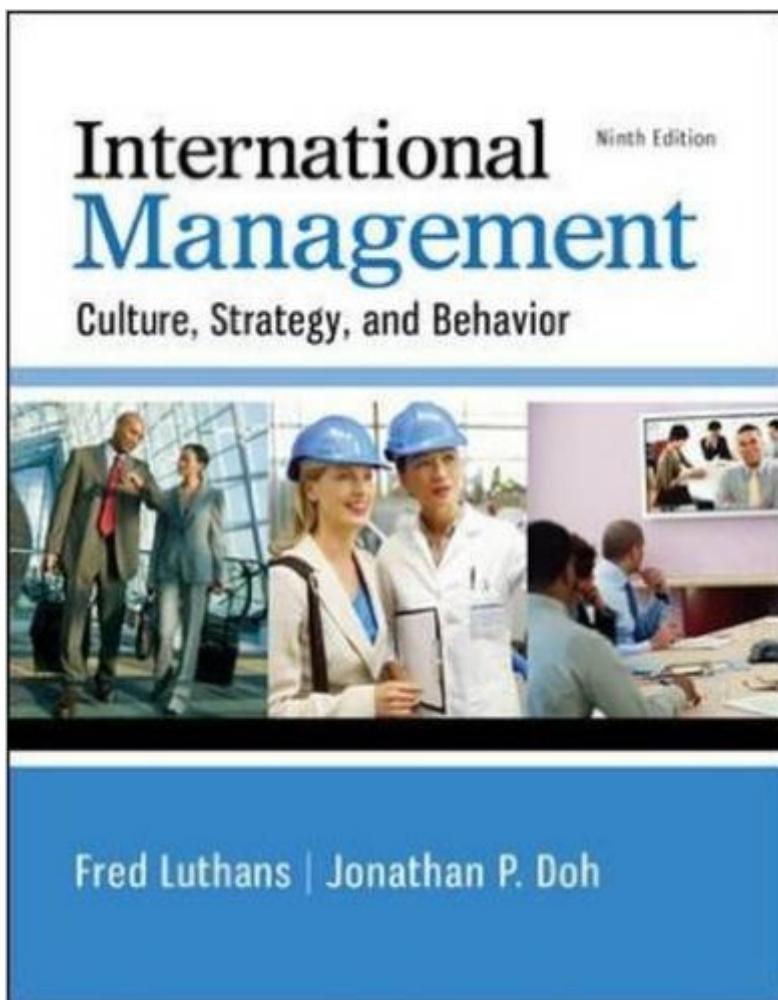


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# International Management: Culture, Strategy, And Behavior



## **Synopsis**

International Management: Culture, Strategy, and Behavior reflects new and emerging developments influencing international managers. With integrated real-world examples, research, and practical applications, students understand how to adjust, adapt, and navigate the changing global business landscape and respond to global challenges — making it a market leader. The authors retain research and practices over the past decades, and incorporate new and emerging developments affecting international managers to increase students' effectiveness in managing across cultures.

## **Book Information**

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Average Customer Review: 4.1 out of 5 stars — See all reviews (40 customer reviews)

Best Sellers Rank: #26,939 in Books (See Top 100 in Books) #15 in Books > Reference > Atlases & Maps > World #24 in Books > Textbooks > Business & Finance > International Business #72 in Books > Travel > Reference > Atlases & Maps

## **Customer Reviews**

This was a required text for a class I took online. I only needed it for the required homework questions at the end of the chapters. I started the semester reading the required chapters and soon learned that was unnecessary and a waste of time. The chapters were bloated with examples of situations from companies, some of which are now several years old and thus already outdated. In the business world, everything can change for a company quickly and thus using specific companies to demonstrate a concept can become inaccurate data before the next edition. I essentially learned everything I needed for the class from other free sources on the internet and economic news sites. Also, considering that this book is already a couple of years old and has dated info in it, expect another edition soon. Thus students that have to buy this never know when they will get stuck with it because they can't sell it back. Though, I guess this is true with most texts. I just found it to be useless considering that the same information is available all over the internet for free

and in more practical sites.

Easy to follow with interesting and up-to-date content. Clearly discusses history, politics, and ideologies with relative examples. Contains several demographic charts and data tables. However, and I actually like this, the book contains no pictures. It's my senior year of college and I am glad the authors have geared this book towards 'grown-ups'. I hate paying hundreds of dollars for books full of stock photos and subtle ads for businesses. No nonsense. So far so good.

I used this edition for a recent undergraduate IB class and was somewhat disappointed. The text relies heavily on academic research, and therefore might be more appropriate for a graduate course. It often presents multiple theories without the clearer direction that current and future practitioners might need. The biggest problem is that some of that research is very outdated, including some from the 1960s and 1970s. While there are classics that still serve as the bedrock for management practice, e.g., McGregor's Theory X and Y and Maslow's Hierarchy of Needs, other research is presented here as "current" that is badly irrelevant to today's MNC. As one of many examples, attitudes of younger and older Japanese managers are contrasted. However, the "younger" managers in the cited study are now in their 80s! Obviously the world of business, particularly international business, moves fast and editions frequently have to be updated every few years. However, from what I've seen so far, the new 9th. edition still has the same shortcomings. I'll post a longer review for that edition in once I finished reviewing it. This textbook might have been great when it first came out and obviously the editors are respected academics who know their fields well, but this book needs a more comprehensive update. One additional caveat for instructors: Don't use the supplemental material provided by the publisher such as PowerPoints and instructor notes without reading them carefully. There are a few significant errors. Not many, but enough that warrant caution. This is the second time I've had that problem with supplemental material from this particular publisher.

Because business is incredibly dull to me as subject, but this book didn't explain concepts to any kind of understandable degree for a beginner. It was a text I needed for a beginning business class and I will say, I was totally turned off by it.

I have used this book for many years in my course, International Management. Enrollment ranged from 18 to 25 every semester. The culture piece, accounting, finance, management, marketing,

ethics, human resource, international trade were covered in details. Case studies of real life billionaires were done as their final projects. Students work in teams and did excellent jobs!! recommend this book to every one that is interested in managing multinational enterprises such as GM, Toyota, Mercedes, Sony, Lenovo, Samsung, etc.

This book has 33 blank pages in the middle of chapter 7. There is no way anyone taking a class that requires this book can be successful and pass the class.

I have 5 devices but this is only viewable on my android, not window 8, windows 8 RT, apple iphone or kindle paper white!!!!uhggg

Not much to say, it is a MGMT book that was required for class. It is what it is. I am not interested in the subject, so that might have some bearing on my opinion.

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