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International Management: A Cultural Approach

By Carl Rodrigues

SAGE Publications, Inc. Paperback. Book Condition: New. Paperback. 560 pages. Dimensions: 9.8in. x 8.0in. x 1.3in.Emphasizing the importance of culture in making cross-national business decisionsThe Third Edition of International Management: A Cultural Approach describes the functions of managementplanning, organizing, staffing, coordinating, and controllingin an international crosscultural context and addresses the impact of differing national cultures on the functions of management. With an abundance of practical illustrations, exercises, and case studies, author Carl Rodrigues provides a unique cross-cultural theoretical framework for conducting international business management. This novel text prepares students and future managers to be successful in the world of international business. Key Features of the Third EditionPresents a new SWOT analysis that describes the impact of culture on cross-national productservice, entry, pricing, and promotional strategiesIncludes updated research findings, new textual examples, and Practical Perspectives to reflect up-to-date changes and advances in the business worldContains a new section in each chapter describing how current information technology affects the chapters focusOffers even more varied representation of countries and regions as examples to more accurately reflect the global focus of the bookProvides an innovative end-of-textbook studentexercise project where students can actively apply what they have learnedAccompanied by High-Quality Ancillaries!Instructor Resources on CDare available...



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