

Peng Global Business 3rd Edition

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A Framework of International Business - S. Tamer Cavusgil 2011-12-27

A concise but thorough review of essential concepts and techniques. The Cavusgil/Knight/Riesenberger author team's new textbook A Framework of International Business concentrates on new realities in international business, emerging markets, and small and medium-sized enterprises.

Global Business Management Foundations - Leslie Willcocks 2017-02

The Global Business Environment - Janet Morrison 2020-02-19

This bestselling textbook offers a comprehensive introduction to the global business environment, blending cross-disciplinary topics from sociology, politics and economics with a compelling exploration of how contemporary events relate to worldwide business practice. Truly international in scope, the book allows students to explore multiple perspectives and scenarios to prepare them for the highly globalised business operations of today. This new edition is thoroughly up-to-date, covering the profound global changes that are impacting upon how we do business, such as the rethinking of populism, the worsening of climate change effects and the rise of nationalist populism. With a new enhanced focus on the sustainability issues that challenge businesses today, applicability to real-world business practice remains the book's core principle. Janet Morrison's characteristically clear and authoritative writing style, combined with an unrivalled range of learning features, ensures that this book offers all of the essential tools to support skills development, critical thinking and academic insight. Ideal for undergraduate and MBA modules on the Business Environment or Business Contexts, this book is also suitable for International Business modules that offer an introduction to the issues of global economics in the context of other political, social and cultural environments. New to this Edition: - An increased focus on sustainability, covering climate change, individual and societal wellbeing, good governance and financial stability - New pedagogical features, including mini-case studies, 'Shining a Light on Business Decisions', insight boxes, video links and marginal definitions - New case studies, including more on emerging economies - Up-to-date coverage of how business reacts to key contemporary issues and controversies, such as the opioid epidemic, the plastic crisis and new appointments to the US supreme court Accompanying online resources for this title can be found at bloomsburyonlineresources.com/the-global-business-environment. These resources are designed to support teaching and learning when using this textbook and are available at no extra cost.

GLOBAL 4 - Mike W. Peng 2017-12-11

4LTR Press solutions give students the option to choose the format that best suits their learning preferences. This option is perfect for those students who focus on the textbook as their main course resource. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

China and Global Governance - Peng Bo 2021-04-28

This book proposes a new concept of "International Leadership with Chinese Characteristics" (ILCC) to interpret China's role in global governance. The author illustrates how the concept of ILCC is built on the basis of the discussion of Chinese political culture and Chinese worldview of international relations and develops a four-step interpretive process as a guidance for conducting the empirical analysis of the ILCC. The book also shows how Chinese elites conceptually construct and practically implement the ILCC in four

case studies - G20, BRICS, Shanghai Cooperation Organization (SCO), and Belt and Road Initiative (BRI)

Multinational Enterprises and the Global Economy - John H. Dunning 2008-01-01

For many years to come this volume. . . is surely going to be the ultimate reference work on international business. . . thanks to Dunning and Lundan, have at their disposal, a wealth of relevant data, as well as theoretical and empirical analyses, which will enable them to assess the capabilities, contributions and challenges posed by the multinational enterprises to the global economy. Seev Hirsch, International Business Review Multinational Enterprises and the Global Economy has become a classic in international business. . . Yet , the book s second edition is even better than the first, in part because of Professor Dunning s wise decision to choose Dr Lundan as his co-author and to draw upon her deep knowledge of various strands of research on business government relations and the societal effects of firm behaviour. . . In addition to being a remarkably useful reference book, Multinational Enterprises and the Global Economy is the first book any IB doctoral student should read to understand the significance and richness of IB scholarship as it has developed over the past 50 years. Alain Verbeke, Journal of International Business Studies The second edition of Multinational Enterprises and the Global Economy provides unparalleled coverage not only of the literature relevant to IB research but also of the evolution of IB in the world economy. Dunning and Lundan offer powerful insights into the societal effects of MNEs and the role of business government relations in the IB context. Journal of International Business Studies This wonderful book offers the definitive synthesis of the modern literature on the economic aspects of international business. It is encyclopedic yet full of incisive insights. It is a creative masterpiece which unbundles the DNA of the multinational enterprise and shows how it is the cornerstone of the field of international business. Alan M. Rugman, University of Reading, UK The rise of the multinational enterprise, and the consequent globalisation of the world economy, was arguably the single most important phenomenon of the second half of the twentieth century. This magisterial book, written by two leading authorities, examines this phenomenon in depth. It explains how foreign investment by multinationals diffused advanced technologies and novel management methods, driving productivity growth in Europe, Asia and North America; however, economic inequalities were reinforced as rich countries attracted more foreign investment than poor ones. This new edition of a classic work is not only an authoritative guide to contemporary multinational business, but a major historical resource for the future. Mark Casson, University of Reading, UK This thoroughly updated and revised edition of a widely acclaimed, classic text will be required reading for academics, policymakers and advanced students of international business worldwide. Employing a distinctive and unified framework, this book draws together research across a range of academic fields to offer a synthesis of the determinants of MNE activity, and its effects on the economic and social well-being of developed and developing countries. Unique to the new edition is its focus on the institutional underpinnings of the resources and capabilities of MNEs, and the role of MNE activity in transmitting and facilitating institutional change. Since the initial publication of this book more than a decade ago, the economic, managerial and social implications of globalisation and technological advancement have become even more varied and prominent. Accompanying these developments, there has been a rise in scholarly interest in interdisciplinary research addressing the important challenges of an ever-changing physical and human environment. Drawing on articles and books from international business

and economics, as well as economic geography, political economy and strategic management, a systematic overview of the developments in scholarly thinking is prese

Encyclopedia of Information Science and Technology - Mehdi Khosrow-Pour 2009

"This set of books represents a detailed compendium of authoritative, research-based entries that define the contemporary state of knowledge on technology"--Provided by publisher.

Global Strategic Management - Mike W. Peng 2013-02-01

Discover both sides of international business and how to prepare for the future. GLOBAL STRATEGIC MANAGEMENT, 3E, International Edition doesn't just show you what it's like for foreign businesses entering a new market; it reveals what domestic companies must do to survive foreign competition. Easy to read and full of study tools, GLOBAL STRATEGIC MANAGEMENT, 3E, International Edition, helps you prepare for your exams and for your career.

Strategic Management and Business Policy - Thomas L. Wheelen 1998-01

This text provides the Strategic Management and Business Policy student with a presentation of traditional and new strategic management topics. These topics include: corporate governance, hypercompetition, competitive strategy, outsourcing, mass customization, technology, international issues, environmental trends and ethics.

Understanding Business Strategy - Lourdesamy Iruthayasamy 2021-03-06

This book cuts through the strategy verbiage to get to the fundamentals of business strategy—its meaning, formulation, and implementation. Challenges to understanding strategy are examined, including institutions and national culture. Strategy theories are not just explained but assessed in terms of their validity, limitations, and applicability across countries, cultures, and organisations. The thinking and works of major strategists like Ohmae, Mintzberg, Porter, Rumelt, Barney, Prahalad, Hamel, Peng, Kim, and Mauborgne are reviewed in the context of strategic thinking, strategy formulation, and strategy implementation. The confusion and consensus in strategy are highlighted. While not prescriptive in terms of telling the corporate leader how to formulate strategy, for there is no one best strategy or one best way to formulate strategy, the book does identify broad approaches to corporate strategy formulation and implementation and the underlying principles. To this extent, corporate leaders and students and instructors of business and management will find the book informative and instructive.

The Routledge Companion to the Geography of International Business - Gary Cook 2018-05-08

The fields of Economic Geography and International Business share an interest in the same phenomena, whilst each provides both a differing perspective and different research methods in attempting to understand those phenomena. The Routledge Companion to the Geography of International Business explores the nature and scope of inter-disciplinary work between Economic Geography and International Business in explaining the central issues in the international economy. Contributions written by leading specialists in each field (including some chapters written by inter-disciplinary teams) focus on the nature of multinational firms and their strategies, where they choose to locate their activities, how they create and manage international networks and the key relationships between multinationals and the places where they place their operations. Topics covered include the internationalisation of service industries, the influence of location on the competitiveness of firms and the economic dynamism of regions and where economic activity takes place and how knowledge, goods and services flow between locations. The book examines the areas for fruitful inter-disciplinary work between International Business and Economic Geography and sets out a road map for future joint research, and is an essential resource for students and practitioners of International Business and Economic Development.

The Past, Present and Future of International Business and Management - Timothy Devinney 2010-07-27

A volume that concentrates on the substantive gaps in the IB/IM field and addresses whether these gaps are resolvable with the theoretical and methodological toolkit.

Global Strategy - Mike W. Peng 2008-09-01

The limited number of global or international strategy textbooks almost exclusively focuses on how to manage larger, multinational enterprises (MNEs), which primarily come from and compete in developed economies. While MNEs are important, such a focus ignores the fact (1) that many smaller, entrepreneurial firms have also aggressively internationalized recently and (2) that MNEs often have to compete in

emerging economies, which increasingly nurture strong local competitors. Most 'mainstream' strategic management textbooks, while seeming to address the hot theme of globalization, contain only one chapter on 'international strategy.' Finally, most international business textbooks do have a section (containing several chapters) on international strategy. However, they always carry a wider coverage of major business functions such as marketing, operations, finance, and accounting, making them unwieldy. GLOBAL STRATEGY is written to offer a number of new perspectives. These include (1) a broadened definition of 'global strategy,' (2) a comprehensive and innovative coverage, (3) an in-depth and consistent explanation of cutting-edge research, and (4) an interesting and accessible way to engage students. In this book, 'global strategy' is defined not as MNE strategy only, but as 'strategy around the globe.' Most global strategy and international business textbooks take the perspective of the foreign entrant, typically the MNE, often dealing with issues such as how to enter foreign markets. Important as these issues are, they only cover one side of international business, namely, the foreign side. The other side, naturally, is how domestic firms compete against each other and against foreign entrants. Failing to understand the 'other side,' at best, captures only one side of the coin.

Global Business - Mike W. Peng 2013-01-01

Discover success in global business today with the most strategic approach to international business topics and unique coverage not found in other books. Written by renowned international instructor and author Mike Peng, GLOBAL BUSINESS is the first truly global business book to answer the big question, What determines the success and failure of firms around the globe? This edition blends both an institutional-based view and resource-based view throughout every chapter for an unparalleled continuity in the learning process. The book combines an inviting, conversational style with the latest research and examples throughout every chapter. A comprehensive set of cases from Mike Peng and other respected international experts examine how companies throughout the world have expanded globally. All-new video cases, world maps, and unique global debate sections help readers view business challenges from a truly global perspective. Available with InfoTrac Student Collections <http://goengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Introduction to Algorithms, third edition - Thomas H. Cormen 2009-07-31

The latest edition of the essential text and professional reference, with substantial new material on such topics as vEB trees, multithreaded algorithms, dynamic programming, and edge-based flow. Some books on algorithms are rigorous but incomplete; others cover masses of material but lack rigor. Introduction to Algorithms uniquely combines rigor and comprehensiveness. The book covers a broad range of algorithms in depth, yet makes their design and analysis accessible to all levels of readers. Each chapter is relatively self-contained and can be used as a unit of study. The algorithms are described in English and in a pseudocode designed to be readable by anyone who has done a little programming. The explanations have been kept elementary without sacrificing depth of coverage or mathematical rigor. The first edition became a widely used text in universities worldwide as well as the standard reference for professionals. The second edition featured new chapters on the role of algorithms, probabilistic analysis and randomized algorithms, and linear programming. The third edition has been revised and updated throughout. It includes two completely new chapters, on van Emde Boas trees and multithreaded algorithms, substantial additions to the chapter on recurrence (now called "Divide-and-Conquer"), and an appendix on matrices. It features improved treatment of dynamic programming and greedy algorithms and a new notion of edge-based flow in the material on flow networks. Many exercises and problems have been added for this edition. The international paperback edition is no longer available; the hardcover is available worldwide.

Proceedings of the 3rd International Conference on Separation Technology - Muhammad Abbas Ahmad Zaini 2021-05-24

This book contains papers presented in the 3rd International Conference on Separation Technology 2020 (ICoST 2020) held from 15 to 16th August 2020 at Johor, Malaysia. This proceeding contains papers presented by academics and industrial practitioners showcasing the latest advancements and findings in field of separation technology. The papers are categorized under the following tracks and topics of research: Environment Engineering Biotechnology Absorption and Adsorption Technology Wastewater

Treatment ICoST 2020 covers multidisciplinary perspectives on separation research and aims to promote scientific information interchange between academics, researchers, graduates and industry professionals worldwide. This conference provides opportunities for the delegates to exchange new ideas and application experiences face to face, to establish business or research relations and to find global partners for future collaboration.

GLOBAL - Mike W. Peng 2015-09-08

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Demystifying Big Data, Machine Learning, and Deep Learning for Healthcare Analytics - Pradeep N 2021-06-25

Demystifying Big Data, Machine Learning, and Deep Learning for Healthcare Analytics presents the changing world of data utilization, especially in clinical healthcare. Various techniques, methodologies, and algorithms are presented in this book to organize data in a structured manner that will assist physicians in the care of patients and help biomedical engineers and computer scientists understand the impact of these techniques on healthcare analytics. The book is divided into two parts: Part 1 covers big data aspects such as healthcare decision support systems and analytics-related topics. Part 2 focuses on the current frameworks and applications of deep learning and machine learning, and provides an outlook on future directions of research and development. The entire book takes a case study approach, providing a wealth of real-world case studies in the application chapters to act as a foundational reference for biomedical engineers, computer scientists, healthcare researchers, and clinicians. Provides a comprehensive reference for biomedical engineers, computer scientists, advanced industry practitioners, researchers, and clinicians to understand and develop healthcare analytics using advanced tools and technologies Includes in-depth illustrations of advanced techniques via dataset samples, statistical tables, and graphs with algorithms and computational methods for developing new applications in healthcare informatics Unique case study approach provides readers with insights for practical clinical implementation

Global Business - Mike W Peng 2009-12-17

World Englishes - Jennifer Jenkins 2003

Assuming no prior knowledge, this book offers an accessible overview of English dialects, with activities, study questions, sample analyses, commentaries & key readings. It is structured around four sections: introduction, development, exploration & extension.

International Business - Mike W. Peng 2011

Mike Peng and Klaus Meyer have direct, first-hand, experience of researching and teaching in Europe, Asia and North America. This combined experience makes them uniquely qualified to write this textbook, which offers a comprehensive and accessible introduction to international business that starts from Europe but ultimately encompasses the globe. The text's comprehensive coverage is accessibly arranged around one central question and two core perspectives. The central question is a what determines the success and failure of firms around the globe? Institutional and resource-based perspectives are utilised to answer this question. Throughout the text the very latest scholarly research is used to facilitate successful learning of the key concepts, in order to engage students with the historical context and recent global developments. International Business has been shortlisted for the 2011/12 CMI Management Book of the Year award in the ebook category. More information about the CMI and the competition can be found here <http://yearbook.managers.org.uk/index5.htm>.

The Art of Data Science - Roger D. Peng 2016-06-08

"This book describes the process of analyzing data. The authors have extensive experience both managing data analysts and conducting their own data analyses, and this book is a distillation of their experience in a format that is applicable to both practitioners and managers in data science."--Leanpub.com.

What's in a Chinese Character - Hyay Peng Tan 1998

Industry and Higher Education - Leigh Wood 2020-01-15

This book is aimed at business schools around the globe. We offer rich case studies, teaching notes and assessment ideas to help business educators embed sustainability in curriculum. These international case studies are situated in Mauritius, Malaysia, Indonesia, Australia and India however they have global applicability. Each chapter is a joint creation with an industry or government partner and uses original research written in the form of a case study. Active learning through case studies opens opportunities to change attitudes and to find creative solutions. In this book, we present ten chapters written as case studies covering a diverse number of sustainability topics - from tourism, health care, human resource management, climate change and supply chain management. Each case study is accompanied by detailed teaching notes and assessment questions as well as marking guides. There are also two chapters discussing sustainability discourse and discipline in higher education. The detailed cases can be immediately applied in the classroom.

Introduction to Global Business: Understanding the International Environment & Global Business Functions - Julian Gaspar 2016-01-01

The global business environment is rapidly changing due to shifts in geopolitical alliances, active support of global international institutions in promoting market-oriented economic reforms, and advances in the development and use of information technology. INTRODUCTION TO GLOBAL BUSINESS, 2e addresses these challenges by providing a comprehensive analysis of the global business environment and lays the foundation for the functional tools used to better prepare you to manage the global business landscape. The text flows smoothly and clearly from concept to application, asking you to apply those learning skills into real-world personal and professional applications. The specialized author team introduces globalization through unparalleled scholarship and a world-view presentation of the fundamental pillars of the global business environment -- culture, ethics, economics, and information technology. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Charting Spiritual Care - Simon Peng-Keller 2020-08-10

This open access volume is the first academic book on the controversial issue of including spiritual care in integrated electronic medical records (EMR). Based on an international study group comprising researchers from Europe (The Netherlands, Belgium and Switzerland), the United States, Canada, and Australia, this edited collection provides an overview of different charting practices and experiences in various countries and healthcare contexts. Encompassing case studies and analyses of theological, ethical, legal, healthcare policy, and practical issues, the volume is a groundbreaking reference for future discussion, research, and strategic planning for inter- or multi-faith healthcare chaplains and other spiritual care providers involved in the new field of documenting spiritual care in EMR. Topics explored among the chapters include: Spiritual Care Charting/Documenting/Recording/Assessment Charting Spiritual Care: Psychiatric and Psychotherapeutic Aspects Palliative Chaplain Spiritual Assessment Progress Notes Charting Spiritual Care: Ethical Perspectives Charting Spiritual Care in Digital Health: Analyses and Perspectives Charting Spiritual Care: The Emerging Role of Chaplaincy Records in Global Health Care is an essential resource for researchers in interprofessional spiritual care and healthcare chaplaincy, healthcare chaplains and other spiritual caregivers (nurses, physicians, psychologists, etc.), practical theologians and health ethicists, and church and denominational representatives.

GLOBAL - Mike W. Peng 2015-09-08

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Oxford Textbook of Geriatric Medicine - Jean-Pierre Michel 2018

Over the past two decades there has been a marked change in global age demographics, with the number of over-60s increasing by 82% and the number of centenarians by 715%. This new-found longevity is testament to the success of recent advances in medicine, but poses significant challenges to multiple areas of health care concerning older patients. Building upon its predecessor's reputation as the definitive

resource on the subject, this new edition of the Oxford Textbook of Geriatric Medicine offers a comprehensive and multinational examination of the field. Fully revised to reflect the current state of geriatric medicine, it examines the medical and scientific basis of clinical issues, as well as the ethical, legal, and socio-economic concerns for healthcare policy and systems. Over 170 chapters are broken up into 16 key sections, covering topics ranging from policy and key concepts through to infection, cancer, palliative medicine, and healthy ageing. New material includes focus on the evolving concepts of malnutrition, sarcopenia, frailty, and related geriatric syndromes and integration of geriatric principles from public health, primary and specialized care, and transitional stages from home to emergency, medicine and surgery, rehabilitation, and long term care. The Oxford Textbook of Geriatric Medicine brings together specialists from across the globe to provide every physician involved in the care of older patients with a comprehensive resource on all the clinical problems they are likely to encounter, as well as on related psychological, philosophical, and social issues.

Globalization - C. Gopinath 2018

Globalization evokes mixed responses. It is praised for facilitating business, greater trade between nations and reducing poverty, and is also accused of causing job losses and homogenizing culture. While some nations cheer its benefits, others think of barriers to protect themselves. Yet, everyone agrees that it is a multidimensional and complex process that continuously reshapes our environment. Rather than wonder whether globalization is good or bad, it is important to understand how it impacts nations, organizations and individuals and be prepared to operate in that context.

Global Strategy - Mike W. Peng 2013-01-01

Discover both sides of international business and how to prepare for the future. GLOBAL STRATEGY, Third Edition, doesn't just show you what it's like for foreign businesses entering a new market; it reveals what domestic companies must do to survive foreign competition. Easy to read and full of study tools, GLOBAL STRATEGY, Third Edition, helps you prepare for your exams and for your career. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Doing Business in Emerging Markets - S Tamer Cavusgil 2021-03-31

Written by leading scholars, this new third edition provides readers with a comprehensive and authoritative examination of emerging markets across the globe. Fully updated in light of the COVID-19 pandemic and other recent macro drivers, the authors present analytical frameworks, tools and best practice insights to help readers develop a critical understanding of the growth economies presented within the book, alongside their common characteristics, evolution, and significance in the global economy. Making use of original cases encompassing countries including Brazil, China, Russia, Thailand, Turkey and Uzbekistan, the authors explore the unique challenges and opportunities for emerging markets throughout the world today, including the rising middle class, partnering, and negotiation techniques. This text is essential reading for international business students, researchers and practitioners focused on business in emerging markets.

Separation Process Principles - J. D. Seader 2016-01-20

Separation Process Principles with Applications Using Process Simulator, 4th Edition is the most comprehensive and up-to-date treatment of the major separation operations in the chemical industry. The 4th edition focuses on using process simulators to design separation processes and prepares readers for professional practice. Completely rewritten to enhance clarity, this fourth edition provides engineers with a strong understanding of the field. With the help of an additional co-author, the text presents new information on bioseparations throughout the chapters. A new chapter on mechanical separations covers settling, filtration and centrifugation including mechanical separations in biotechnology and cell lysis. Boxes help highlight fundamental equations. Numerous new examples and exercises are integrated throughout as well.

Profound Changes Unseen in Centuries - Wen Wang 2022-02-21

This book focuses on the current internal and external situation China is facing both from a macro perspective and a theoretical height, and puts forward practical development strategies and diplomatic ideas. It is of great methodological significance. At home, the development thought after the conclusion of

the hundred-year change is the guiding thought for China's further development, and abroad, the international communication and the construction of international order highlighted by the hundred-year change also have important reference significance for the world's development.

Regional Integration in the Asia Pacific - Organisation for Economic Co-operation and Development 2005-06

As we move further into the 21st Century, the Asia-Pacific region is expected to play an increasingly crucial role in the evolution of the world's economy and polity. Closer co-operation among countries in the region would greatly strengthen that role. Indeed, economic integration and political co-operation have long been on the agenda of Asia-Pacific policy makers. Few doubt that it will eventually happen, but so far the process has been much slower than in Europe and North America. Moreover, the question has become even more urgent in recent years with the emergence of a number of longer-term economic and social challenges within the region regarding trade, energy, transport, migration, health, education and the environment. Where does the region stand in relation to progress on economic and political integration expected elsewhere in the world? What is the state of play in regional co-operation on trade and investment, and what is the unfinished agenda on international air transport? What international arrangements need to be put in place to promote education, health and more effective international collaboration on the environment? And where will security concerns fit into the picture as risks in the region continue to grow? These and other issues call for improved institutional mechanisms for international dialogue and policy improvements in the region. In intensifying regional co-operation, it is important to bear in mind broader, global considerations so as to ensure that regional solutions do not undermine multilateral efforts in those same fields. This report, published by the OECD's International Futures Programme in co-operation with The Bob Hawke Prime Ministerial Centre, Australia, aims to stimulate informed debate about the main integration issues facing the Asia-Pacific region in the decades ahead.

The Handbook of Global Outsourcing and Offshoring 3rd edition - Ilan Oshri 2015-01-23

Now in its third edition, this is the only outsourcing and offshoring book to offer a broad but coherent guide to the strategy, operations and management of ITO and BPO outsourcing and offshoring, from how to source new relationships to managing business processes in a national and global context.

Understanding Global Social Policy - Nicola Yeates 2014-03-01

This book, written by an international team of leading social policy analysts, is the first student aimed textbook that comprehensively engages with the field of global social policy.

Contemporary Challenges to International Business - K. Ibeh 2009-03-05

International business is synonymous with big challenges. Cultural and institutional complexities remain ever potent, so are 'newer' concerns like climate change and international terrorism. This timely book examines these challenges from the perspectives of different international business actors.

Global Business - Mike W. Peng 2016-01-01

Discover success in global business today with the most strategic approach to international business topics and unique coverage not found in other books. GLOBAL BUSINESS, 4th Edition, is the first global business book that answers the big question, What determines the success and failure of firms around the globe? Globally renowned scholar and author Mike Peng integrates both an institution-based view and resource-based view throughout every chapter, bringing an unparalleled continuity and strategic approach to the learning process. The book combines an inviting, conversational style with the latest research and examples that reflect the most recent global developments. A wealth of business cases from Mike Peng and other respected international experts delve into how companies throughout the world have expanded globally. All-new video cases that cover every chapter's opening case and closing case, world maps that connect geography and culture to business decisions, and unique global debate sections that draw you into cutting-edge international discussions help you learn to think independently and view business challenges from a truly global perspective. With GLOBAL BUSINESS, 4th Edition, you view business through the eyes of a true world citizen and gain the understanding you need to become an effective manager within today's global business landscape. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Global Business Management - Abel Adekola 2016-04-22

This book interweaves the concepts of the guidance on globalization, international management, and the

intricacies of international business that many books on the market treat independently. It clarifies and explains culture, cultural misunderstandings, and cross-cultural interactions. Adekola and Sergi's text is unique in that it offers both the management perspective and the cultural perspective. It is for managers seeking to thrive in the global economy. This book focuses on managing global organizations, providing a basis for understanding the influence of culture on international management, and the key roles that international managers play. It clearly shows how to develop the cross-cultural expertise essential to succeed in a world of rapid and profound economic, political and cultural changes.

Gender, Migration, and the Work of Care - Sonya Michel 2017-08-21

This book explores how around the world, women's increased presence in the labor force has reorganized

the division of labor in households, affecting different regions depending on their cultures, economies, and politics; as well as the nature and size of their welfare states and the gendering of employment opportunities. As one result, the authors find, women are increasingly migrating from the global south to become care workers in the global north. This volume focuses on changing patterns of family and gender relations, migration, and care work in the countries surrounding the Pacific Rim—a global epicenter of transnational care migration. Using a multi-scalar approach that addresses micro, meso, and macro levels, chapters examine three domains: care provisioning, the supply of and demand for care work, and the shaping and framing of care. The analysis reveals that multiple forms of global inequalities are now playing out in the most intimate of spaces.