

Introduction To Global Business Understanding The International Environment Global Business Functions

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

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Stephen F. Ross presents this succinct introduction to key topics of law specific to sports, comparing approaches to sports law across the globe, with particular focus on the United States, Europe, and common law jurisdictions. Contrasting the profit-maximizing approach of North American leagues with the global integrated approach of professional sports governed by national and international governing boards, the book offers a novel model for the latter. Fully revised and updated, the second edition of Introduction to Global Politics places an increased emphasis on the themes of continuity and change. It continues to explain global politics using an historical approach, firmly linking history with the events of today. By integrating theory and political practice at individual, state, and global levels, students are introduced to key developments in global politics, helping them make sense of major trends that are shaping our world. This is a highly illustrated textbook with informative and interactive boxed material throughout. Chapter opening timelines contextualise the material that follows, and definitions of key terms are provided in a glossary at the end of the book. Every chapter ends with student activities, cultural materials, and annotated suggestions for further reading that now include websites. Key updates for this edition: New chapter on 'The causes of war and the changing nature of violence in global politics' New chapter on 'Technology and global politics' Enhanced coverage of theory including post-positivist theories Uses 'levels of analysis' framework throughout the text New material on the financial crisis, BRIC and Iran Introduction to Global Politics continues to be essential reading for students of political science, global politics and international relations.

The 2nd edition of Global Politics: A New Introduction continues to provide a completely

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original way of teaching and learning about world politics. The book engages directly with the issues in global politics that students are most interested in, helping them to understand the key questions and theories and also to develop a critical and inquiring perspective. Completely revised and updated throughout, the 2nd edition also offers additional chapters on key issues such as environmental politics, nationalism, the internet, democratization, colonialism, the financial crisis, political violence and human rights. **Global Politics: Examines the most significant issues in global politics – from war, peacebuilding, terrorism, security, violence, nationalism and authority to poverty, development, postcolonialism, human rights, gender, inequality, ethnicity and what we can do to change the world Offers chapters written to a common structure which is ideal for teaching and learning and features a key question, an illustrative example, general responses and broader issues Integrates theory and practice throughout the text, by presenting theoretical ideas and concepts in conjunction with a global range of historical and contemporary case studies Drawing on theoretical perspectives from a broad range of disciplines including international relations, political theory, postcolonial studies, sociology, geography, peace studies and development this innovative textbook is essential reading for all students of global politics and international relations.**

Reflecting a strong managerial orientation, a corporate emphasis, and a true global-local focus, **International Business: Managing Globalization** explains the 'whats' and 'whys' of global differences as it covers industries, competitors, regions, and markets from the perspectives of practicing managers. Author John S. Hill reviews the geographic and historic backgrounds of regions and markets in a way that no other text has done, with special focus on global supply chains, global branding, and world religions as they affect management at the local level. It

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integrates business topics and environmental analysis into a strategic, global-local framework. It places current events in focus by covering history and geography as they affect international business. It includes a unique chapter on global industry and competitor analysis, a common business tool, but a topic not covered in other texts. It covers religion as a key determiner of behaviors worldwide to help readers understand why behaviors differ depending on the local context. It focuses on corporate analysis, planning, and internationalization, vital corporate practices rarely covered in other textbooks. It includes short cases for undergraduates and longer cases for graduate students. *International Business: Managing Globalization* is ideal for the introduction to business course or for courses focusing on international or global business strategy

This new introductory textbook provides students with the tools they need to understand the way digital technologies have transformed the global media business of the 21st century. Focusing on three main approaches – media economics, critical political economy, and production studies – the authors provide an empirically rich analysis of ownership, organizational structures and culture, business strategies, markets, networks of strategic alliances, and state policies as they relate to global media. Examples throughout involve both traditional and digital media and are taken from different regions and countries to illustrate how the media business is influenced by interconnected historical, political, economic, and social factors. In addition to introducing today's convergent world of global media, the book gives readers a greater understanding of their own potential roles within the global media industries. A complete and accessible overview of how politics and economics collide in a global context This text surveys the theories, institutions, and relationships that characterize IPE and

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highlights them in a diverse range of regional and transnational issues. The bestseller in the field, *Introduction to International Political Economy* positions students to critically evaluate the global economy and to appreciate the personal impact of political, economic, and social forces. The global business environment is rapidly changing because of shifts in geopolitical alliances, active roles of global institutions, and advances in information technology. Gaspar et al. *INTRODUCTION TO GLOBAL BUSINESS, 1e* introduces the comprehensive foundational and functional tools to better prepare students for a global business landscape. As part of the functional approach, the text flows smoothly and clearly from concept to application, asking students to implement their learning 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 landscape - culture, ethics, economic, and information technology. The purpose of this book is to introduce students to these principles in an engaging, current, and relevant way in the hope that they may develop the knowledge for successful careers in a globalized business landscape. 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. Written by Neil M. Coe, this *Advanced Introduction* provides a comprehensive guide to the vibrant and expanding global production network (GPN) approach, through deftly exploring its antecedents, theoretical underpinnings, and debates and controversies in the field. The author argues overall that, during a time of profound on-going challenges within the global economic system, the need for a

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GPN framework has never been more pressing.

Sabino Cassese presents an incisive introduction to the essential principles of global law, exploring the central theories of globalization through an analysis of the main developments in this area. The Advanced Introduction concludes that despite the ongoing dialectic between national governments and international institutions, globalization and states are progressing in parallel, while civil societies are increasingly involved in the machinery of globalization.

This innovative textbook introduces the legal concepts, regimes and actors that regulate international business transactions. The book guides readers through the major aspects of international business law using state-of-the-art teaching techniques and offers comprehensive coverage on key treaties, legal aspects of international commerce and the regulation of global trade and investment.

This book introduces law in the context of international business. The basics of law are explored using a clear comparative methodology. International and regional economic institutions are discussed, next to the fundamentals of private law. These include contract law, liability law, labour law, company law, privacy law, intellectual property law and international private law. The book goes beyond the usual focus on Western legal systems and uses examples from all over the world to provide students with comprehensive knowledge of business law. It is

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set up rather broadly, so that it can be used by teachers throughout their entire curriculum. Each chapter ends with a clear summary, and practice questions. Due to its colourful cases, this book is accessible and fun to read.

This textbook provides a multidisciplinary introduction to global and international studies. Offering unrivalled breadth and depth, it covers all the key dimensions of the topic, including broad introductions to international politics and economics, and focused surveys of topics from human rights and migration to conflict and the environment. John McCormick's lucid writing style renders complex information understandable to all students. Full-colour photographs, maps, tables and figures bring the subject to life and innovative pedagogical features emphasize the importance of understanding perspectives and experiences different from one's own worldview. Assuming no prior knowledge of the subject, this textbook is ideal for undergraduate students worldwide who are taking introductory modules in global and international studies. The text can also be used by undergraduate students taking courses on globalization.

Golf is big business around the world. With high profile series such as the PGA, LPGA and European tours to the re-introduction of golf to the Olympics at Rio 2016, golf occupies a prominent place in the global sport community. This is the first book to introduce the fundamentals of golf business and management from a

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truly international perspective, covering key topics such as media, club management, sponsorship and retail, at elite and non-elite levels. With sections exploring the development of golf on every continent, including North America, South America, Europe, the Middle East, Africa and Asia, this book presents the latest thinking on current issues in golf, ranging from sustainability and innovation to global governance. Each chapter incorporates helpful features for students including learning objectives, discussion questions, guides to further reading, recommended websites and insights from industry voices. This book is essential reading for students of any golf-related degree course or professional accreditation programme, and will also be of interest to those studying or working in sport business, sport management and sport tourism. Underpinned by up-to-date literature, golf researchers will also find the book a useful starting point. A nation's economic success depends on the capacity of its companies and trading organizations to develop business relationships, trade and do business in the international arena. Doing business across borders subtly changes the processes and skills the successful manager needs. Cultural, social, geographic and legal factors serve to complicate the picture. The mantra for managers today is think global, act local. In this handbook the authors concentrate on the big developments that currently are happening at an international level. They

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consider how managers operating in the global business landscape must change what they do to create advantages and remain competitive. The Global Business Handbook is based on the structure of the very successful IÉSEG International School of Management's programme on international management. It includes a global focus, backed by the latest research on different aspects of international business carried out in different parts of the world.

Ethics in business is not a new topic and has been intensely discussed since the emergence of the so-called limited companies. However, privatization, technological and digital innovation, changes in moral perception, economic and financial crises and globalization stir a more recent debate on how companies should behave in our societies. This book starts from the position that ethics in business should imply an open debate on norms and values, using a sound methodology to get there. Ethics should cross borders: not only the borders of a country, but also the borders of someone's moral imagination. Ethics should not only be about harmony but also about conflict (and how to deal with that). Ethics should be realistic and well substantiated by academic research. Ethics should be used to understand the complexity of the world, and the challenges companies struggle with on various levels. Therefore, this book is composed of three parts in which ethics is discussed at different levels. In part one we discuss

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ethics at the level of the individual. In part two we discuss ethics and business. In the third part, ethics is discussed in the context of a globalized world. In each chapter, we discuss the ethical complications of each topic from various – and preferably opposing – perspectives. Each perspective is methodologically and academically substantiated. Each chapter ends with an extensive literature list in which the original sources are listed for further reading. Furthermore, at the end of each chapter, a summary is written in which the most important definitions and viewpoints are highlighted. The frequent use of colorful and bold examples make this an accessible read for bachelor and master students at business schools and professionals in international business.

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

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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.

If you're a manager of a supply chain operation, or a student learning about supply chain management, this book will provide not only an overview of supply chain management but also a framework for subsequent, more detailed study in various aspects of supply management. This book reviews the evolution of supply chain management concepts and discusses trends in global markets and strategic competitiveness. It then focuses on the major issues involved in managing a competitive supply chain including: forecasting, inventory management, distribution, dealing with uncertainty, reverse logistics, and customer service. Coverage of the dynamic, evolving issues pertaining to supply chains that affect the global business community concludes the book. With this book in hand, you'll be better equipped to conceptualize the management of supply chains as a collection of business processes; identify primary and secondary value chain processes; distinguish between the umbrella term, "supply chain management," and its component functions; and understand the

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basic tools of forecasting and the need for accurate data and forecasts on which to base supply chain management decisions.

What is globalization? How have the world economies changed in recent years?

What impact do these changes have on business and management practice?

Through creative use of examples, case studies and exercises from organizations worldwide, this book demonstrates the many levels at which globalization impacts on contemporary businesses, society and organizations and elucidates the ways in which different globalization trends and factors interrelate. Focusing on an integrated approach to understanding the effects of global trends such as new technologies, new markets, and cultural and political changes, the book enables students to understand the wider implications of globalization and apply this to their study and comprehension of contemporary business and management. Each chapter: - opens with a short and current case which introduces the key concepts covered in that chapter - provides an overview of chapter objectives to allow the student to navigate easily - illustrates the chapter concepts with useful boxed examples - concludes with a review of the key chapter concepts learnt - provides a series of review and discussion questions - offers 'Global Enterprise Project' assignments for applying course concepts to the same company - gives up-to-date references from many sources

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to direct student's further reading. Students can access the companion website which includes additional material in support of each chapter of the book by clicking on the 'companion website' logo above.

This book provides a broad view of the history, experience, and impact of professional Esports as it has shifted the cultural and athletic landscape during its rise.

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The global business environment is rapidly changing because of shifts in geopolitical alliances, active roles of global institutions, and advances in information technology. Gaspar et al. INTRODUCTION TO GLOBAL BUSINESS, 1E, International Edition introduces the comprehensive foundational and functional tools to better prepare students for a global business landscape. As part of the functional approach, the text flows smoothly and clearly from concept to application, asking students to implement their learning 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 landscape – culture, ethics, economic, and information technology. The purpose of this book is to introduce students to these

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principles in an engaging, current, and relevant way in the hope that they may develop the knowledge for successful careers in a globalized business landscape.

Contemporary business-to-business (B2B) industries consist of networks of customers, competitors and other stakeholders. Firms which manage their relationships with these important stakeholders are more likely to enjoy a sustained competitive advantage in the international business environment. This book is the first to provide a comprehensive overview of the field from a broad and accessible perspective. The authors bring an authoritative, scholarly understanding to the subject, taking readers through the entire process of creating, developing and maintaining B2B networks. Case studies illustrating each chapter include: Apple, Panasonic, Johnson & Johnson, Epson and Samsung. In providing a single and explicit established academic framework for understanding business networks in a global setting, this book is vital reading for students and researchers involved with international management, international marketing and strategic management.

The Routledge Companion to the Makers of Global Business draws together a wide array of state-of-the-art research on multinational enterprises. The volume aims to deepen our historical understanding of how firms and entrepreneurs

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contributed to transformative processes of globalization. This book explores how global business facilitated the mechanisms of cross-border interactions that affected individuals, organizations, industries, national economies and international relations. The 37 chapters span the Middle Ages to the present day, analyzing the emergence of institutions and actors alongside key contextual factors for global business development. Contributors examine business as a central actor in globalization, covering myriad entrepreneurs, organizational forms and key industrial sectors. Taking a historical view, the chapters highlight the intertwined and evolving nature of economic, political, social, technological and environmental patterns and relationships. They explore dynamic change as well as lasting continuities, both of which often only become visible - and can only be fully understood - when analyzed in the long run. With dedicated chapters on challenges such as political risk, sustainability and economic growth, this prestigious collection provides a one-stop shop for a key business discipline. Shawn C. Smallman and Kimberley Brown's popular introductory textbook for undergraduates in international and global studies is now released in a substantially revised and updated third edition. Encompassing the latest scholarship in what has become a markedly interdisciplinary endeavor and an increasingly chosen undergraduate major, the book introduces key concepts, themes, and issues and then

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examines each in lively chapters on essential topics, including the history of globalization; economic, political, and cultural globalization; security, energy, and development; health; agriculture and food; and the environment. Within these topics the authors explore such diverse and pressing subjects as commodity chains, labor (including present-day slavery), pandemics, human rights, and multinational corporations and the connections among them. This textbook, used successfully in both traditional and online courses, provides the newest and most crucial information needed for understanding our rapidly changing world. New to this edition: *Close to 50% new material *New illustrations, maps, and tables *New and expanded emphases on political and economic globalization and populism; health; climate change, and development *Extensively revised exercises and activities *New resume-writing exercise in careers chapter *Thoroughly revised online teacher's manual

Introduction to Global Business: Understanding the International Environment & Global Business Functions
Cengage Learning

Business travel has become indispensable to the global economy, not only due to its necessity in the maintaining of corporate networks, but also because of the associated economies that cater to the daily requirements of the business traveller. Underlying these developments are concerns over the environmental impact of increasing air travel, which are likely to generate new challenges for the future of business travel. From a team of international experts comes this analysis of the role, nature and effects

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of modern business travel. Issues addressed include the relationships between airlines and business travellers, the role of mobility in business, and the opportunities and challenges created by mobile workforces. The study combines theoretical advances with comprehensive analysis, and will provoke debate across the social sciences on the nature, organization and space of work in the twenty-first century.

Helpman explains what shapes international production and distribution of goods and the resulting trade flows, and provides a clear, original account of the trade-theory revolutions of the 1980s and the post-recession. Though it contains no equations, *Understanding Global Trade* is mathematical in its elegance, precision, and power of expression.

Across an amazing sweep of the critical areas of business regulation - from contract, intellectual property and corporations law, to trade, telecommunications, labour standards, drugs, food, transport and environment - this book confronts the question of how the regulation of business has shifted from national to global institutions. Based on interviews with 500 international leaders in business and government, this book examines the role played by global institutions such as the WTO, the OECD, IMF, Moody's and the World Bank, as well as various NGOs and significant individuals. The authors argue that effective and decent global regulation depends on the determination of individuals to engage with powerful agendas and decision-making bodies that would otherwise be dominated by concentrated economic interests. This book will become a

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standard reference for readers in business, law, politics and international relations. Considers international business as a multifaceted, global activity rather than as the exploitation of markets by a single country, usually the USA. Chapters include extracts from popular business analyses to help students relate public information to business opportunity.

This concise, practical textbook clearly explains how to go about developing and implementing a global strategy for any organization, from Born Global start-ups, to more established large companies struggling to manage their global extensions, to nonprofits including non-governmental organizations (NGOs) and charities. Written clearly and concisely, this volume brings together multiple tools, models and frameworks into one resource to guide a successful global strategy development and implementation process. Issues covered include:

- Internal and external environmental analyses;
- Cross-cultural communication;
- Structural considerations;
- Leadership and motivation;
- Foreign market entry, mergers, alliances and acquisitions.

Upper-level undergraduate and postgraduate students of global business will appreciate this accessible guide to a highly complex endeavor, as will practicing managers in global organizations seeking a ready reference. Instructors will also value the outline of a semester-long project keyed to the book, developed and tested by the author. The arrival of the COVID-19 pandemic throughout the globe at the end of 2019 turned global business upside down. It forced the closure of many businesses, disrupted

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global supply chains, reduced travel across borders, and created fear about face-to-face interactions. As the lockdowns in many countries created uncertainty about the future business activities, global business leaders were scrambling to find new strategies to safely re-establish their business relationships with their stakeholders. The existing historical economic, social, and racial injustice in the American society toward Black, Indigenous, and People of Color was compounded by the COVID-19. This led the movements of the Black Lives Matter to reenergize and become a global phenomenon. The horrific and sad death of George Floyd and many others triggered huge global movements to demand respect for human rights and dignity for all. Additionally, climate change and environmental degradation have caused unprecedented forests fires, more frequent and damaging hurricanes, and migration demand a revived global business book. This third edition of *Global Business: An Economic, Social, and Environmental Perspective* incorporates global business issues related to COVID-19, the economic and social injustice of BIPOC, and environmental degradation where it is appropriate. The reader will understand the impact of these critical global business issues discussed in the book through examples, case studies and thought-provoking discussions. These challenges require businesses, governments, and the active engagement of citizens to succeed. The aim of this book is to bring these issues for discussion and action by these stakeholders. Each chapter includes supplementary PowerPoint slides, Test-Bank, and Teaching notes that are

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available for instructors only.

Taking an interdisciplinary approach, An Introduction to Global Studies presents readers with a solid introduction to the complex, interconnected forces and issues confronting today's globalized world. Introduces readers to major theories, key terms, concepts, and notable theorists Equips readers with the basic knowledge and conceptual tools necessary for thinking critically about the complex issues facing the global community Includes a variety of supplemental features to facilitate learning and enhance readers' understanding of the material

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.

"I don't know how often I've wished for an introductory text on family life which encompassed critical contemporary sociological thinking alongside the basic

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information students need, and have only found fossilised thinking on a stodgy subject. But now all that has changed. McKie and Callan have achieved what I thought was almost impossible in *Understanding Families* - a textbook which provides unrivalled foundations for a critical understanding of contemporary families and relationships." - Carol Smart, The Morgan Centre, University of Manchester "This excellent, innovative, comprehensive and easy to read text should be essential reading for everyone keen to understand families across the globe... It will make an outstanding contribution to family studies and is highly recommended." - Janet Walker, Newcastle University "Easy to read text, which debates current thinking surrounding modern families. Case studies and questions for the reader throughout the text help translate theory into practice." - Justine Gallagher, Northumbria University Families are the core building blocks of society. Our experience of them affects many aspects of our everyday lives shaping our expectations and future plans. Written by experts in family studies and family policy, this clear, engaging book adopts a global perspective to usefully examine how modern families can be explored and understood in research, policy and practice. Packed with critical pedagogy, including case-studies, think points, key words and a glossary, it guides students through topics such as relationships, sexualities and paid and unpaid work, continually returning to its central themes of process and structure. The book also: Applies key social theories to contemporary analysis Examines key studies on researching families and family life Explores the role of government policies and

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practices This comprehensive introduction to the study of families and relationships is a timely resource for students and lecturers working across the social sciences, particularly students of family studies, the sociology of the family, family policy, and social work and the family Linda McKie is Professor of Sociology, Glasgow Caledonian University; Samantha Callan is based at the Centre for Social Justice. They are both affiliated to the Centre for Research on Families and Relationships at the University of Edinburgh.

Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.

This book provides a deep understanding of state-owned multinationals (SOMNCs) and their role in global business. SOMNCs have emerged as a force to contend with in global competition, and their study connects several fields such as economics, political economy, international business and global strategy. This prestigious collection of articles presents insights into the interaction between government ownership and

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internationalization, and aims to provoke new research approaches and insights on the topic. The book includes some of the key contributions to our understanding of these firms and new commentaries explaining how to analyze them. This book is essential reading for academics and consultants looking to gain a clearer understanding of SOMNCs and how to research them.

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