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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 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 yearbook managers org uk index5 htm

drawing from the combined experiences of mike peng and klaus meyer international business provides a comprehensive insight into contemporary business practices covering recent global developments and current issues such as the covid 19 pandemic brexit the social and environmental impact of globalization and progress in responsible business practices as well as the historical context of international business this fourth edition highlights the complex nature of global business

an original and insightful book this work focuses on domestic and overseas firms operating in those central asian and eastern european countries considered to be the transitional economic periphery chapters shed light on their distinct forms of capitalism and how it influences and adapts the firms located there the eminent authors show how in a post state socialist world there are several implications for both domestic and overseas firms functioning successfully in the transitional periphery with the complex mix of political and market mediation and informal personal ties chapters explore the delicate balance of liberalisation in transitional economies detailed examples from specific countries in eurasia and central asia such as belarus turkey azerbaijan mongolia uzbekistan armenia and georgia are discussed alongside broader thematic issues of economic and social change labour relations and human resource management most importantly it is shown that liberalisation has little connection to short term business growth to succeed in such contexts international firms need to be both pragmatic and creative in coping with malleable yet durable forms of institutional mediation providing a unique perspective on the transitional economic periphery and much needed insights from international business this book is essential reading for researchers and graduate students studying transitional economies non traditional business models institutional persistence and change political and economic development and management in economically transitioning countries

transformations of strategic alliances in emerging markets volume i deals with changes in strategic alliances in the complex settings of european emerging markets it includes 40 years worth of data in its in depth study of the changes in education networks work performance and environmental factors in european transition region

this book is an essential resource for academics and students of strategic management international business and business studies it also has significant value for practitioners and policy makers in that it will highlight important factors in a firm

alleviating poverty through the pursuit of profit has become a catch phrase for many entrepreneurs and business people who started to focus their businesses on the lower incomes segments of the population at the base of the pyramid bop despite such business interests there is as yet insufficient theoretical and

empirical work done in this emerging field social embeddedness which facilitates the leveraging of local knowledge and expertise and the earning of the trust of the local people is deemed essential for the successful implementation of a bop strategy what does social embeddedness mean what does it entail for the businesses how should businesses be embedded in the local networks dina badry seeks to answer these questions in her excellent dissertation through her conceptualization and empirical research which examines the different strategic intentions of business units operation at the bop level and their potential network partners following social network theory i have little doubt that this study has contributed to our understanding of social embeddedness and will prove itself to be invaluable for academics as well as practitioners prof dr li choy chong vii acknowledgements writing this dissertation has been a significant academic and personal challenge in my life fortunately i have received invaluable support patience and guidance from many people to whom i want to express my sincere gratitude i would like to thank my dissertation committee prof dr li choy chong and prof dr

guided by the overarching question how and why does the emerging economy context matter for business this collection brings together key contributions of klaus meyer on multinational enterprises mnes competing in and originating from emerging economies the book also explores how outward investment strategies contribute to building internationally competitive mnes

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 what determines the success and failure of firms around the globe institutional and resource based perspectives

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