

International Business Mike W Peng Klaus Meyer Homepage Book

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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

this is the first book to comprehensively summarize and extend cutting strategy research with a focus on transition economies it provides a readable and refreshing overview for seasoned scholars and executives working in this field as well as valuable insights for newcomers the book combines theoretical rigor with up to date evidence on a highly relevant topic mike peng is already one of the

world's leading strategy and management scholars working on transition and emerging economies and this book adds significantly to his standing. John Child, Guinness Professor of Management Studies, University of Cambridge, England, and Visiting Professor of International Management, Tel Aviv University, Israel, the widespread shift from centrally planned to market-based economies has been the most profound change in the world economy since World War II. While a great deal of work has examined the broad economic implications of this transition, far less work has examined its implications for firms and managers. In this seminal work, Professor Peng draws on his extensive experience in transition economics together with his knowledge of strategic management to describe how firms in these economies can seize opportunities for growth and success. Jay Barney, Bank One Professor of Corporate Strategy, Ohio State University, a welcome contribution towards our understanding of firm-level issues in transition economies. A particular strength is the chapter-by-chapter consideration of how strategies vary depending on whether one is a state-owned enterprise, a privatized firm, an entrepreneurial start-up, or a foreign investor. Paul Beamish, Royal Bank Professor of International Business, University of Western Ontario, Canada, a comprehensive account of transition economies from a firm strategy perspective. Thoroughly researched and thought-provoking, this book is a most valuable tool for both academics and business executives seeking to operate in this promising yet uncertain territory. Oded Shenkar, Ford Motor Professor of Global Management, Ohio State University, and Professor of International Management, Tel Aviv University, Israel, business strategies in transition economies probes into the workings of business strategies in former socialist countries in East Asia, Central and Eastern Europe, and the newly independent states of the former Soviet Union, which are collectively called transition economies. It provides a rich and in-depth understanding of fundamental strategic issues confronted by domestic and foreign firms competing in these newly opened markets. Written by one of the leading scholars in the field, this timely book is comparative, interdisciplinary, and relevant, focusing on firm-level issues confronting top executives acting as organizational strategists in transition economies. This book covers business strategies of 1) state-owned enterprises, 2) privatized and reformed firms, 3) entrepreneurial start-ups, and 4) foreign companies. Since transition economies taken together promise to be the world's largest emerging markets in the 21st century, this book will be an invaluable resource for students, scholars, and managers seeking a better understanding of business challenges and opportunities in these markets.

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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

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the topic of entrepreneurial finance involves many issues including but not limited to the risks and returns to being an entrepreneur financial contracting business planning capital gaps and the availability of capital market booms and busts public policy and international differences in entrepreneurial finance stemming from differences in laws institutions and culture as these issues are so extremely broad and complex the academic and practitioner literature

on topic usually focuses on at most one or two of these issues at one time the oxford handbook of entrepreneurial finance provides a comprehensive picture of issues dealing with different sources of entrepreneurial finance and different issues with financing entrepreneurs the handbook comprises contributions from 48 authors based in 12 different countries it is organized into seven parts the first of which introduces the issues explains the organization of the handbook and briefly summarizes the contributions made by the authors in each of the chapters part ii covers the topics pertaining to financing new industries and the returns and risk to being an entrepreneur part iii deals with entrepreneurial capital structure part iv discusses business planning funding and funding gaps in entrepreneurial finance with a focus on credit markets part v provides analyses of the main alternative sources of entrepreneurial finance part vi considers issues in public policy towards entrepreneurial finance part vii considers international differences in entrepreneurial finance including analyses of entrepreneurial finance in weak institutional environments as well as microfinance

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

globalization political economy business and society in pandemic times contributes to the growing literature on covid 19 through a multidisciplinary approach by helping build a holistic understanding of the impact of the covid 19 pandemic on politics economies business and society in a globalized world

this volume presents a comprehensive analysis of the business financial and economic aspects of emerging markets using case studies from india turkey bangladesh and africa it discusses themes such as megaprojects infrastructure and sustainability cross border mergers and acquisitions a new paradigm for educational markets exports competitiveness work engagement in service sector mobile banking and crowdfunding and venture capital flow into emerging economies to focus on the trade foreign investment financial and social progress of these economies the chapters review the current state learnings changing scenarios business practices and financial and economic perspectives across emerging markets while examining progression challenges and the way forward with its rigorous approach and topical content this book will be useful to scholars and researchers of management studies business management financial management business economics international business finance and marketing development studies and economics it will also interest

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