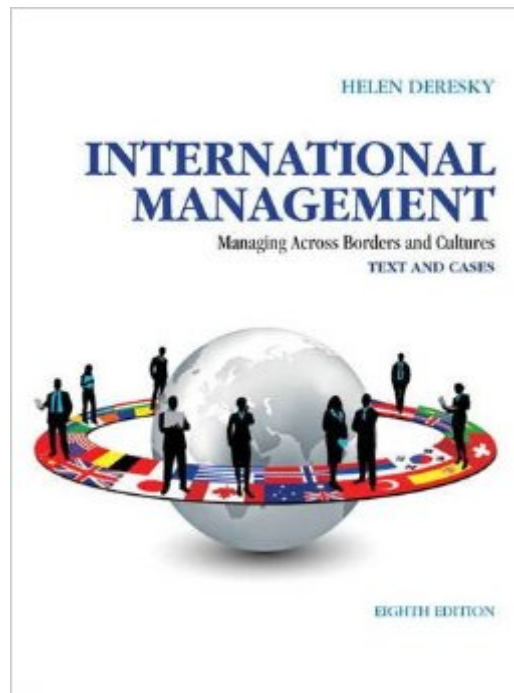


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# International Management: Managing Across Borders And Cultures, Text And Cases (8th Edition)



## Synopsis

Directed primarily toward undergraduate and graduate International Business or General Management majors, this text also provides practical content to current and aspiring industry professionals. International Management explores the manager's role within the dynamic global environment of business management by exploring the political, legal, technological, competitive, and cultural factors that shape corporations worldwide.

## Book Information

Series: International Marketing Managing Across Borders and Cultures

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Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (58 customer reviews)

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## Customer Reviews

This is not the same book as the US version of the 8th edition. It does not contain the new case studies at the end of the chapters. If you want the newest US version of this book, it is ISBN-13: 978-0133062120. I have seen many sellers claim it is the same, but it is not.

I have used it for the past five years in a college course with exactly the same title. It covers the cultural differences of managerial operations in multinational enterprises. The PowerPoint slide is useful for lectures. Many in-class exercises were done using articles from: BusinessWeek, Crains NY Business, Economist (online), Financial Times (online), Forbes and Fortune magazines. The book will be better if more real-world examples were given on CEO of Ikea, Mittal Steel or News Corporation. Students did the research on the CEOs of these firms and reported their final projects. Final projects were done individually or in a group. Students generally like the book except the cost. But the book is cheaper than most of the other international management titles. I would recommend

this book to everyone.

I got this book for my MBA class, and it was pretty easy to read and follow though it has tons of information to go through and could be a bit more to the point on certain topics. I have gone through the more recent edition which is much more colorful and up to date and most of the cases are different but not a huge improvement on this edition.

I used this textbook in a college Global Management class which turned out to be one of my favorite classes; one that I learned the most from. I found this book more beneficial regarding Global Business in general over another International Business book I used another semester. Get this one!

Excellent cross-cultural management text. Up to date text that maximized my graduate class experience. Highly recommend the textbook rental vs purchase as this text has little long-term reference value.

Excellent. The package was delivered on time as stated & was not left out on my front door steps but with my neighbors which I greatly appreciated. I live in Jersey City & theft can be easily taken place.

The book was ok (not terrible, but nowhere close to great), but the price is unreasonable. That is an asinine price to charge for this book. As usual, the book publishers try to rip off students who usually have little money to begin with. If you are buying this book because your professor is making you, there is no need for you to look at these reviews, because your decision has already been made for you, but if you are looking to buy a book to learn about international management on your own, do not buy this book.

As a student this book is terribly written. At times, it's as if the writer just rambles and throws case studies in randomly.

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