



# International Management: Culture, Strategy, and Behavior

*Fred Luthans, Jonathan P. Doh*

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## **International Management: Culture, Strategy, and Behavior** Fred Luthans , Jonathan P. Doh

Changes in the global business environment continue at an accelerated pace. The challenges for international management reflect this dynamism and the increasing unpredictability of global economic and political events. The challenge in today's uncertain geopolitical and economic environment is to learn and effectively practice international management. Past assumptions must always be tested and challenged, and best practices will continuously evolve in response to changing environmental and competitive conditions. Those with the knowledge and skills to apply the contents of this text on international management will be taking a huge step toward gaining a competitive advantage over those who do not have such a perspective. They will be in a strong position to gain a broad understanding and to take specific steps for implementation of effective managing across cultures. In the seventh edition of International Management, Luthans and Doh have taken care to retain the effective foundation gained from research and practice over the past decades. At the same time, they have fully incorporated important new and emerging developments that have changed what international managers are currently facing and likely to face in the coming years. Of special importance is that students of international management understand what will be expected of them from the range of stakeholders with whom they interact.

## **International Management: Culture, Strategy, and Behavior Details**

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## **From Reader Review International Management: Culture, Strategy, and Behavior for online ebook**

### **Joe Villaman says**

International Management: Culture, Strategy, and Behavior

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### **Nick says**

A very thorough coverage for the new global enterprise. Leading in the 21st century requires this read. A great reference book.

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### **Greg says**

This book has warts, too many generalities and over-reliance on peer-reviewed research that suffers from biases related to what can be measured statistically at the expense of what is not amenable to a mean and standard deviation, but it does have some truly excellent chapters on management and leadership models for multinational corporations and a really great chapter on how to manage political risks, especially with entry into new markets.

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### **Amber says**

Not my favorite international management text. This textbook has some great content but was visually incredibly dry. I prefer 'International Business' by Charles W.L. Hill.

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### **Kate says**

For a textbook, I thought it was a pretty good read. It was full of insightful information on cultural issues that related to international management. The book did seem to be a little redundant at times, but overall I liked it.

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### **Ben Lever says**

I suppose not many people will read a textbook like this by choice, but on the off-chance you're a teacher wondering whether to set it as required reading: it was pretty average. Frequent spelling and grammatical errors, fundamental misunderstandings of the way several technologies or scientific principles work, and a whole lot of "Free trade agreements are unquestionably awesome, PS we heart Maggie Thatcher."

It did have some reasonably good patches but overall, not recommended.

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