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Thoroughly revised and updated, this fourth edition of Lasserre’s popular textbook is a user-friendly introduction to planning and making decisions for businesses on a global scale. It features numerous case studies and examples of established international companies and of SMEs looking to grow their international presence. Global Strategic Management blends academic rigour and a practical approach to provide a comprehensive guide to understanding strategic management in a global environment. Written by a world-renowned professor of strategy and international business from one of the world’s leading business schools, this new edition confirms Global Strategic Management as one of the most accessible, engaging texts on the market, one which students find easy to learn from and actually enjoy reading. This fully-updated fourth edition includes: • New and expanded coverage of BRICs, ‘born global’ firms, Corporate Social Responsibility and the underground economy • More on e-business and the role of the internet in global business • A brand new video feature with business leaders explaining the practical implications and implementation of issues covered in the text • Genuinely global in scope and approach: over 40 mini-cases and examples cover emerging economies in Africa, Latin America and the Far East as well as established firms worldwide • Perfect balance between theory and the real world of business: numerous up-to-date examples that illustrate principles and support learning throughout The strong pedagogical framework from the previous edition remains, including: - Learning objectives - Mini cases, with questions, and shorter examples - Summary and key points - Learning assignments - Key words – with an end-of-book glossary - Web resources – providing links to useful websites - References and further reading Please visit the companion website at : www.palgravehighered.com/lasserre-gsm-4e for online resources including self-assessment questions, mini-case questions, PowerPoint presentations, and useful weblinks, as well as new video interviews with leading business people across the world. Philippe Lasserre is Emeritus Professor of Strategy at INSEAD, Fontainebleau, France. He is an established authority in the field of international business and strategy, with over forty years’ experience in teaching, research and consulting in strategic management and international business. He has authored many books in these areas, and has held visiting professorships in Singapore, China, the US and Australia.

Strategic Marketing Management (8th Edition) outlines the essentials of marketing theory and offers a structured approach to identifying, understanding, and solving marketing problems. This book delineates a comprehensive framework for articulating sound marketing strategies to guide business decisions involving product and service design, branding, pricing, sales promotion, communication, and distribution. The concepts, principles, and frameworks advanced in this book apply to a wide range of organizations, from startups to established market leaders, from packaged-goods manufacturers to value-added service providers, from nonprofit entities to for-profit corporations.

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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.

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Discover both sides of international business and how to prepare for the future. GLOBAL STRATEGIC MANAGEMENT, 3E, International Edition doesn't just show you what it's like for foreign businesses entering a new market; it reveals what domestic companies must do to survive foreign competition. Easy to read and full of study tools, GLOBAL STRATEGIC MANAGEMENT, 3E, International Edition, helps you prepare for your exams and for your career.

Global StrategyCengage Learning

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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 Brexit, as well as the historical context of international business, the third edition highlights the complex nature of global business.

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This book, on the important subject of internationalization and entrepreneurship with the concentration on the smaller firm, is a standout in a field that has many excellent offerings. . . This book is well organized, substantive, and highly readable. Recommended. C.J. Talele, Choice This forward-looking volume contains state-of-the-art analysis of the current research themes and challenges influencing the internationalization of SMEs. The editors have brought together perspectives from both academics and practitioners, who in turn use theoretical and empirical studies to identify gaps in research evidence, present case studies of internationalizing SMEs, and illustrate potential for future research. The book features some of the best known researchers in the field of international entrepreneurship, and combines a range of theoretical perspectives including network and social capital, internationalization process, and international new venture frameworks as well as knowledge, learning and absorptive capacity paradigms. This timely study will appeal strongly to academics, researchers and students focusing on business and management, international business, entrepreneurship and international marketing. It will also provide important insights for international entrepreneurs and policy-makers.

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This comprehensive, three-volume set covers every aspect of international business operations and offers a detailed discussion of important issues looming on the horizon. * More than 100 expert contributors, ranging from a U.S. state governor to recognized leaders in the academic community to successful international business leaders * Illustrations throughout * An executive summary at the end of each chapter to make it easier for the reader to relate the chapter to a particular problem or area of interest * A reference list at the end of each chapter

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Discover success in global business today with the most strategic approach to international business topics and unique coverage not found in other books. Written by renowned international instructor and author Mike Peng, GLOBAL BUSINESS is the first truly global business book to answer the big question, What determines the success and failure of firms around the globe?

This edition blends both an institutional-based view and resource-based view throughout every chapter for an unparalleled continuity in the learning process. The book combines an inviting,

conversational style with the latest research and examples throughout every chapter. A comprehensive set of cases from Mike Peng and other respected international experts examine how companies throughout the world have expanded globally. All-new video cases, world maps, and unique global debate sections help readers view business challenges from a truly global perspective. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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