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Strategic International Management Dirk Morschett, Hanna Schramm-Klein, Joachim Zentes, 2015-01-27 A compact overview of the most relevant concepts and developments in International Management The various strategy concepts of internationally active companies and their implementation in practice are the core of this book The authors describe the particularities of international value chain activities and management functions and offer a thorough understanding of how Production Sourcing Research Development Marketing

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includes supplementary PowerPoint slides Test Bank and Teaching notes that are available for instructors only **The Routledge Companion to Business in Africa** Sonny Nwankwo, Kevin Ibeh, 2014-07-25 Although the world's poorest inhabited continent Africa has recently shown signs of being a source of economic growth in the coming decades with increased foreign investment notably from China and huge growth in GDP from a number of African states In contrast to the heaving weight of books focusing on business opportunities in Asia Eastern Europe and Latin America Africa has been poorly served by academic publishing This compendium of scholarship offers cutting edge knowledge relating to business in Africa The objectives of this collection include To shed new light on the socio cultural and historical underpinnings of business practice in Africa and their implications for promoting entrepreneurship and business behaviour in the region To consider the important constraints on business activities in Africa and the emerging best practice for redressing their real and potential impacts To facilitate a better understanding of contemporary business practice in Africa through the application of relevant theories and models including emergent ones The Routledge Companion to Business in Africa is a comprehensive reference resource that provides the perfect platform for embarking on research and study into Africa from the business perspective

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Marketing Leonidas C. Leonidou, Constantine S. Katsikeas, Saeed Samiee, Bilge Aykol, 2017-10-20 This book of expert contributions provides a comprehensive analysis of contemporary global marketing issues under different international business settings It covers a wide array of key areas of international marketing research such as cross cultural consumer behavior foreign market entry modes international entrepreneurship international marketing strategy country of origin effects internationalization process international buyer seller relationships corporate social responsibility and international marketing performance With both theoretical and empirical contributions by prominent researchers from all over the world the book highlights and advances extant knowledge on global marketing and offers recommendations for future research It builds a useful reference for scholars doctoral researchers and senior students in international marketing business

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Trust in Social and Business Relations Joanna Paliszkievicz, Kuanchin Chen, Marta Mendel, 2024-08-13 In the dynamic landscape of the digital era where interactions span from the personal touch of face to face conversations to the vast interconnected world of the internet understanding trust has never been more crucial Trust in Social and Business Relations Theory and Practice provides a groundbreaking exploration of the multifaceted nature of trust in our modern society This insightful book navigates the reader through the intricate web of trust in digital and traditional contexts Across its four compelling parts the book examines the evolution of human relations in the digital age investigates the role of trust in various social and business scenarios explores the dynamics of trust in specific industries and discusses the broader implications of trust in national and international spheres With contributions from esteemed academics and industry experts around the globe this book delves into pressing issues such as the impact of social media on business relationships the challenges of romantic connections in cyberspace and the evolving trust dynamics in industries like mobile payments and smart hotels It also tackles significant themes like trust in government the nuances of international business negotiations and the emerging trust paradigms in smart city port maritime nexus The book is not just an academic exploration it s a vital resource for business professionals policymakers and anyone interested in the complexities of trust in our interconnected world It offers a unique blend of theoretical insights and practical perspectives making it an indispensable guide for navigating the challenges and opportunities of building trust in the digital age This book is a must read for those seeking to understand the delicate balance of trust in the tapestry of modern human relationships

International Organizational Behavior Dean B. McFarlin, Paul D. Sweeney, 2013 In today s increasingly diverse multicultural business world managers and employees alike need to transcend many borders literally or figuratively and grasp a wide variety of cultural nuances on a routine basis Doing this well requires both a sophisticated understanding of cultural differences as well as a repertoire of skills and management tactics that can be brought to bear to build and maintain a competitive global workforce International Organizational Behavior focuses on understanding and managing organizational behavior in an international context providing both the conceptual framework needed for a transcendent understanding of culture along with plenty of practical advice for managing

international challenges with organizational behavior *Proceedings of the 1993 World Marketing Congress* M. Joseph Sirgy, Kenneth D. Bahn, Tunc Erem, 2015-06-20 This volume includes the full proceedings from the 1993 World Marketing Congress held in Istanbul Turkey The focus of the conference and the enclosed papers is on marketing thought and practices from a global perspective This volume resents papers on various topics including marketing management marketing strategy and consumer behavior Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy s flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

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