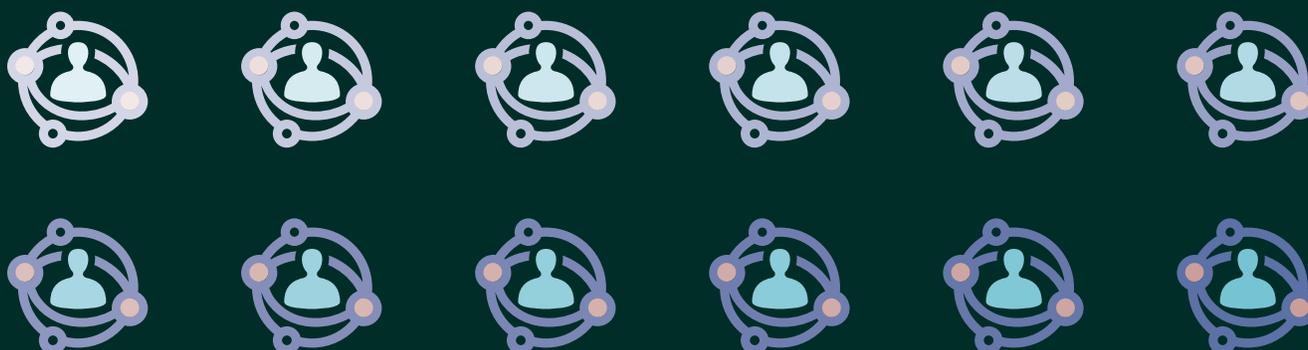


INTERNATIONAL BUSINESS

2020 NEW TITLES & SELECTED BACKLIST



NEW

Handbook on Global Value Chains

Edited by **Stefano Ponte**, Copenhagen Business School (CBS), Denmark, **Gary Gereffi**, Duke University, US and **Gale Raj-Reichert**, Queen Mary University of London, UK and Berlin Social Science Center (WZB), Germany



'Finally, a Handbook of global value chains. This collection establishes the state of the art in knowledge on the industrial form – the GVC – that has transformed capitalism for better and worse and which is at the centre of contemporary scholarship and policy debates on economic development, distributive justice and international trade. This is an essential collection of critical contributions that covers the micro and macro dimensions of the global value chain, including implications for gender equality, technological innovation and social activism. I guarantee that I (and my students) will be using this volume as a go-to reference book for years to come.'

– William Milberg, The New School for Social Research, US

Providing critical insight into the globalization of product conception, production, marketing and distribution, this *Handbook* comprehensively explores the functioning of global value chains (GVCs) and how they shape the global economy. It provides theoretical, analytical and empirically based policy-relevant tools to understand international production and trade in the modern global economy.

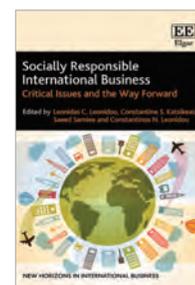
Oct 2019 c 640 pp Hardback 978 1 78811 376 2 £215.00 / \$330.00
eBook • Elgaronline

NEW

Socially Responsible International Business

Critical Issues and the Way Forward

Edited by **Leonidas C. Leonidou**, University of Cyprus, **Constantine S. Katsikeas**, University of Leeds, UK, **Saeed Samiee**, University of Tulsa, US and **Constantinos N. Leonidou**, University of Leeds, UK,



'This book is a welcome and timely addition to the business and academic community with heightened awareness about global environmental degradation and unfair business practices well as increased economic inequities around the world. It covers corporate social responsibility practices with contextual richness dealing with governments and consumers in international business.'

– Masaaki Kotabe, Temple University, US

Growing social and environmental concerns have exerted pressure on businesses to act responsibly. This timely book is the result of systematic, integrated and concerted efforts by prominent scholars to contribute new ideas and original research on social responsibility issues in international business.

Nov 2019 c 576 pp Hardback 978 1 78811 411 0 c £135.00 / c \$210.00
eBook • Elgaronline

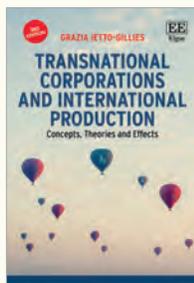
New Horizons in International Business series

NEW

Transnational Corporations and International Production

Concepts, Theories and Effects, Third Edition

Grazia Ietto-Gillies, London South Bank University and Birkbeck University of London, UK



'This book deals with the important issue of integrating the study of the transnational corporation into economics. Ietto-Gillies places the different theories on the TNC into its wider theoretical and historical context and offers the reader an excellent opportunity to get a deeper understanding of not only the circumstances under which a theory has developed but also which issues are addressed by the theory – and which issues are not addressed. The book contains brilliant analyses and comparisons of basic theories within the field and is an inspiring source for every scholar within the international business field.'

– Mats Forsgren, Uppsala University, Sweden

Key features of this edition:

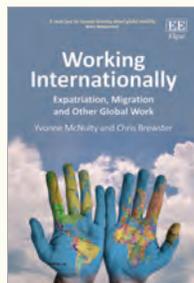
- A unique critical analysis of all the theories of TNCs in their historical context and with insightful commentaries at the end of each chapter, now extended to cover network theory and dynamic capabilities theory
- Clear exposition of concepts on the evolution and the activities of TNCs
- Analysis of effects of TNCs' activities on: innovation; labour; trade; balance of payments and the fiscal revenue of countries
- Discussions on new topics such as the digital TNCs and global value chains
- A contribution to the history of economic thought on the TNC
- Summary boxes as well as suggestions for further reading within each chapter give opportunities for discussion and extended learning.

Oct 2019 c 360 pp Hardback 978 1 78811 713 5 £105.00 / \$170.00
Oct 2019 Paperback 978 1 78811 715 9 £35.00 / \$55.00 • eTextbook

Working Internationally

Expatriation, Migration and Other Global Work

Yvonne McNulty, Singapore University of Social Sciences and Chris Brewster, University of Reading, UK



'Yvonne McNulty and Chris Brewster have been at the forefront of expatriation research for many years, and this book continues their legacy of breaking new ground in understanding the multi-dimensional aspects of global mobility. Their categorization of international work will not only assist HR professionals in better understanding the complexity of the international workforce but will also aid scholars in better conceptualizing the dynamics associated with the specific international workers that they study. This book is an important value-added contribution to the field and should be on the bookshelf of anyone who works in the area of global mobility.'

– Mark Mendenhall, University of Chattanooga, US

Written by two of the most frequently published authors in the field, this is the only textbook to specialise in all the widely-accepted types of international work such as high-status expatriation, international business travel, short-term project work, and international commuting, while also covering the management of low-status expatriates, qualified immigrants, economic and low-skilled migrants, and refugees. Topics include cost effective global HRM, value and return on investment, localisation, home- and host-based compensation, talent management, human rights, safety and security, and duty of care – all examined from the differing perspectives of organisational practitioners and international workers and their families.

2019 288 pp Hardback 978 1 78811 952 8 £110.00 / \$165.00
2019 Paperback 978 1 78811 954 2 £29.95 / \$45.95 • eTextbook

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NEW

International Management

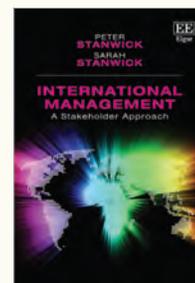
A Stakeholder Approach

Peter Stanwick and Sarah Stanwick, Auburn University, US

International Management: A Stakeholder Approach applies a practical, engaging and real time approach to the evolving topics related to International Management.

Key features include:

- Critical chapters on global corporate governance, corporate compliance and global environmental issues, which invite students to consider some of the ways in which global businesses affect the world around us
- Thirteen global case studies exploring the mechanisms of some of the world's leading business performers, including Patek Philippe, Nestlé, Adidas, Bombardier and the BBC, giving students the opportunity to further their understanding by identifying theory in practice
- Comprehensive opening vignettes framing each case study to facilitate classroom discussion.



Jan 2020 c 528 pp Hardback 978 1 78811 272 7 c £145.00 / c \$230.00
Jan 2020 Paperback 978 1 78811 274 1 c £44.99 / c \$69.95 • eTextbook

Globalization

A Multi-Dimensional System, Third Edition

C. Gopinath, Suffolk University, US

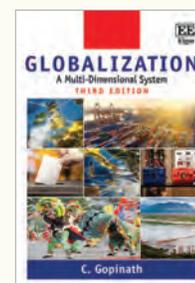
'This much-awaited third edition offers an expanded treatment of the greatest topic of our time using examples from different parts of the world.'

– Mauro F. Guillén, author of *Rude Awakening: Threats to the Global Liberal Order*

With updated chapters, this new edition of *Globalization*:

- Tells the story of globalization, knitting perspectives together, and presenting current debates in the context of a 'thinking manager', considering the impacts for the individual and the organization
- Provides a framework using systems analysis to aid understanding of globalization as comprised of five interlinking domains; economic, social, political, physical, and business
- Includes up-to-date discussions of major events with global implications; from Britain's departure from the EU to the increasing role of China as a key international decision maker
- Embellishes the text with important definitions and concepts in each chapter, as well as an explanation of the systems perspective on the subjects covered.

2018 288 pp Hardback 978 1 78811 831 6 £85.00 / \$125.00
2018 Paperback 978 1 78811 833 0 £26.95 / \$65.95 • eTextbook



International Entrepreneurship

Antonella Zucchella, Birgit Hagen, University of Pavia, Italy and **Manuel G. Serapio**, University of Colorado, Denver, US

'Zucchella, Hagen and Serapio's new book packs a mighty punch. Extensively researched and current, it authoritatively illuminates extant perspectives on the theory and practice of International Entrepreneurship (IE), enriching the discussion with many memorable frameworks and illustrative case studies and vignettes. . . A must-have.'

– Kevin Ibeh, Birkbeck, University of London, UK

Key features include:

- A dedicated overview illustrating the state of the art from the point of view of *International Entrepreneurship*, rather than from a general business context, allowing students to build in-depth knowledge on the topic from a single resource
- Interesting and accessible international case studies provide insight into how real companies handle modern issues, preparing students for future entrepreneurial ventures. Examples include ofo, Nokero, Wonderbly, FacilityLive and Blueseed
- Flexibility of use for instructors to fit their own context and needs, particularly for integrating into current entrepreneurship or business courses
- Further reading references and supplementary example boxes allow students to extend their knowledge outside the lecture hall and inspire a passion for the subject
- Case studies inspire a variety of activities for both theoretical discussion and practical applications and can easily be enriched and updated.

2018 200 pp Hardback 978 178536 544 7 £75.00 / \$120.00
2018 Paperback 978 178536 546 1 £27.95 / \$49.95 • eTextbook



Global Strategy and Management

Theory and Practice

Paul N. Gooderham, NHH Norwegian School of Economics, **Birgitte Grøgaard**, BI Norwegian Business School and **Kirsten Foss**, NHH Norwegian School of Economics, Norway and Copenhagen Business School, Denmark

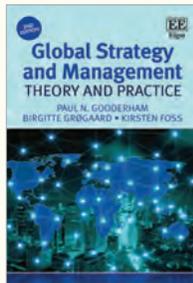
'Global Strategy and Management: Theory and Practice is articulate and highly readable, covering all the main topics in the field with a synthesis of current thinking and with numerous illustrative cases. As such it is a comprehensive, focused and immediately useful textbook in the course of International Management and Global Strategy.'

– Torben Pedersen, Bocconi University, Italy

Taking a critical, multi-level approach to international business, this textbook:

- Explores the strategic choices available to managers of MNEs and their consequences in an interactive way, providing an original, and engaging approach to the subject for students seeking to understand the issues faced by managers of MNEs
- Gives state-of-the-art theoretical overviews of topics related to global strategy and management, making this textbook a useful reference for academics as well as students
- Offers thirteen original, rich, case studies to illustrate each chapter's theory, highlighting the key challenges and dilemmas faced by managers of MNEs
- Provides clear exposition and critique of current literature to provide students with a firm theoretical understanding of the subject.

2019 392 pp Hardback 978 178811 483 7 £155.00 / \$225.00
2019 Paperback 978 178811 485 1 £42.95 / \$65.00 • eTextbook



Foreign Operation Methods

Theory, Analysis, Strategy,
Second Edition

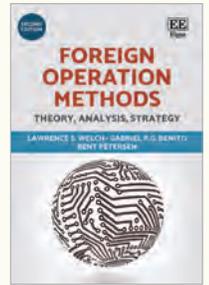
Lawrence S. Welch, Melbourne Business School, Australia, **Gabriel R.G. Benito**, BI Norwegian Business School, Norway and **Bent Petersen**, Copenhagen Business School, Denmark

Presenting a clear and instructive toolkit for upper level undergraduate and postgraduate students to successfully understand and analyse foreign operation methods, this revised second edition brings up to date its unparalleled coverage with new theoretical and empirical research and the latest company case material. As experts in the field, the authors share their wealth of international knowledge to give the book a strong cross-cultural appeal.

New to this edition:

- an extended analysis using new and relevant case studies for students to explore foreign operation methods in the full range of small, large and multinational firms;
- updated strategic analyses of emerging concerns, such as mode combination, flexibility and development over time;
- a thorough overview of theoretical perspectives to encourage better understanding of the 'why, what and how' of mode decisions
- an updated mode strategy section which allows you to challenge existing perspectives and research.

2018 496 pp Hardback 978 178347 573 5 £115.00 / \$185.00
2018 Paperback 978 178347 575 9 £35.95 / \$59.95 • eTextbook



Theories of the Multinational Firm

A Multidimensional Creature in the
Global Economy, Third Edition

Mats Forsgren, Uppsala University, Sweden

'The book naturally suggests several research questions. Readers will be curious to be advised what helps a critical researcher to know which theoretical approach can best serve their needs in designing and pursuing an international business research project. . . . The fact that this book stimulates such fundamental questions is a testimony to its success.'

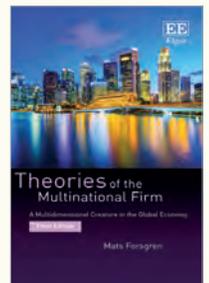
– Journal of International Business Studies

This thoroughly updated third edition acts on end-user feedback, with major revisions including:

- Chapter 1, The Multinational Firm: A Beauty or a Beast? rewritten to include recent data about foreign direct investments and multinational firms
- A discussion of entrepreneurship theories and the application of these theories of/to the multinational firm added to Chapter 4
- A new chapter developing the idea of the governing multinational.

The author discloses the basic building blocks and assumptions behind each theory covered in order to achieve a better understanding of why the multinational firm is looked upon so differently by researchers and stakeholders.

2017 232 pp Hardback 978 178536 713 7 £75.00 / \$120.00
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RESEARCH COLLECTIONS

The Economics of Transfer Pricing

Edited by **Lorraine Eden**, Texas A&M University, US

This authoritative single-volume collection offers the most influential papers relating to the economics of transfer pricing. The literature notably covers the topic in light of divisionalization, government regulations, bargaining models, market distortions and product characteristics as well as touching on the important subjects of empirical estimates of transfer price manipulation and transfer mispricing estimates. Accompanied by an original introduction by Lorraine Eden, one of the founders and a leading contributor to the field, this volume promises to be useful reading for doctoral students, faculty members and policy makers who wish to extend their knowledge on the economics of transfer pricing.

Series no. 357 2019 960 pp Hardback 978 1 84064 832 4 £360.00 / \$575.00
The International Library of Critical Writings in Economics series
Digital version available exclusively on Elgaronline as a Research Literature Review

Global Value Chains

John Humphrey, University of Sussex Business School, UK

This insightful volume gathers some of the most influential papers in the economics field of global value chains. The compilation of research featured focuses on globalization, fragmentation and coordination of production across geographical as well as enterprise boundaries. It pays particularly close attention to how businesses in developing countries are incorporated into global production and distribution networks. The collection includes many of the texts that framed the global value chain approach together with in-depth case-studies of particular sectors and policy-oriented research concerned with reducing poverty and accelerating growth in poorer countries. Prefaced by an original introduction from the editor, this book would be of great interest to students and researchers working in the fields of globalisation, geography and international business.

Series no. 362 2019 896 pp Hardback 978 1 78811 443 1 £340.00 / \$540.00
The International Library of Critical Writings in Economics series
Digital version available exclusively on Elgaronline as a Research Literature Review

NEW

How to Get Published in the Best Management Journals

Second Edition

Edited by **Mike Wright**, Imperial College London, UK, **David J. Ketchen, Jr.**, Raymond J. Harbert College of Business, Auburn University, US and **Timothy Clark**, Singapore Management University, Singapore

'Clear, effective, and helpful! Writing and publishing in leading academic journals has become more challenging than ever before. Business schools emphasize impact, reach and relevance as critical elements when evaluating published research. Wright, Ketchen and Clark have made some nice additions to their popular first edition by bringing in a new generation of scholars, emphasizing practice, and exploring new avenues for impact. Would highly recommend for aspiring scholars starting afresh as well as established researchers focused on impact.'

– Gerry George, Singapore Management University, Singapore and Former Editor of *The Academy of Management Journal*



Jan 2020 c 392 pp Hardback 978 1 78990 281 5 c £110.00 / c \$165.00

Multinationals, Local Capacity Building and Development The Role of Chinese and European MNEs

Xiaolan Fu, Oxford University, UK,
George Owusu Essegbey and
Godfred Kwasi Frempong, Council for Scientific and Industrial Research, Ghana

Drawing on original research, *Multinationals, Local Capacity Building and Development* presents an extensive analysis of MNEs in Africa, taking Ghana as a case study, and broaching subject matter previously unaddressed in the field. Looking at MNEs impacts – both positive and negative – this book examines skill transfer from foreign management to local workers, the impact of MNEs on the improvement of local production capabilities, as well as their contributions to sustainable development goals.

2019 232 pp Hardback 978 1 78811 357 1 £80.00 / \$120.00
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New Horizons in International Business series



NEW IN PAPERBACK

Handbook of Research on Comparative Human Resource Management Second Edition

Edited by **Chris Brewster**, University of Reading, UK, **Wolfgang Mayrhofer**, WU Vienna, Austria and **Elaine Farndale**, The Pennsylvania State University, US and Tilburg University, the Netherlands

'This Handbook is a timely, impressive, and well-organized contribution, with excellent authors from around the world. In particular, I appreciate the integration of two key elements: extensive consideration of the theories and research methods that serve as the foundations for the study of CHRM; and, specific consideration of a wide range of HRM practices and a wide range of country and regional contexts. The Handbook can be an invaluable resource for scholarship and for educational purposes.'

– David Allen, Texas Christian University, Neeley School of Business, US

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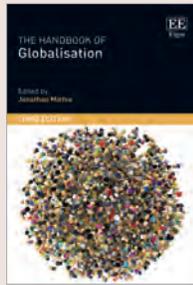
KEY TITLE

The Handbook of Globalisation, Third Edition

Edited by **Jonathan Michie**, University of Oxford, UK, European University Institute, Florence, Italy, University of the Witwatersrand, South Africa and Rutgers, The State University of New Jersey, US

'Jonathan Michie and his mainly northern heterodox economists offer us some powerful, refreshing and even disturbing insights into the state of contemporary globalisation. This comes at precisely the moment when the current phase of (neo-liberal) globalisation, arguably the third after late Victorian globalisation and international Keynesianism, shudders and stutters in the wake of the uncertainties and instabilities introduced by the 2008 global financial crisis and the triumph of Trumpism in America.'

– Vishnu Padayachee, University of the Witwatersrand, South Africa



2019 488 pp Hardback 978 1 78811 859 0 £185.00 / \$270.00
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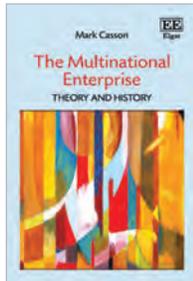
NEW IN PAPERBACK

The Multinational Enterprise Theory and History

Mark Casson, University of Reading, UK

'Casson and his co-authors provide a powerful restatement and renewal of the concept of internalization as a general theory of the multinational enterprise. The book expands the boundaries of the theory's application, while confidently asserting its identity in economics rather than strategic management. A particularly compelling component is the innovative use of historical evidence and perspectives on issues such as branding strategies and response to risk.'

– Geoffrey Jones, Harvard Business School, US



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NEW RESEARCH COLLECTION

Chinese Outward Foreign Direct Investment

Edited by **Peter J. Buckley**, OBE and **Hinrich Voss**, University of Leeds, UK

'Chinese Outward Foreign Direct Investment by Peter J. Buckley and Hinrich Voss provides a comprehensive collection of some of the leading academic articles published on Chinese multinationals. This wonderful collection helps clarify the current state of the art on studies of Chinese multinationals and offers a useful introduction for researchers interested in gaining a deep understanding of the topic.'

– Alvaro Cuervo-Cazurra, Northeastern University, US

The rapid international expansion of Chinese businesses has evoked mixed perceptions in host countries and among policymakers. This volume brings together rigorous studies on the motivation, background, strategy, and impact of Chinese outward foreign direct investment and the emergence of Chinese multinational enterprises (MNEs). It is thus informative for the next wave of academic research on Chinese and emerging market MNEs in international business, political economy, economic geography and political sciences. Together with an original introduction by the editors, this valuable collection provides an important backdrop for academics who intend to understand emerging market MNEs in order to advise policymakers.

43 articles, dating from 1992 to 2015
Contributors include: J. Child, S. Globerman, L. Ji, J. Knoerich, K.E. Meyer, D. Sutherland, M.Y. Wang, M.A. Witt, J. Xia, S. Young

Series no. 27 Jan 2020 c 848 pp Hardback 978 1 78811 216 1 c £320.00 / c \$515.00
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NEW

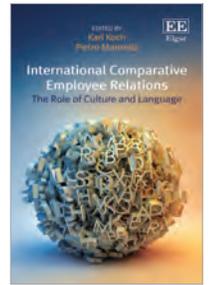
International Comparative Employee Relations

The Role of Culture and Language

Edited by **Karl Koch**, London South Bank University, UK and China Three Gorges University, China and **Pietro Manzella**, Association for International and Comparative Studies in the field of Labour Law and Industrial Relations (ADAPT www.adapt.it) and University of Brescia, Italy

'This excellent volume provides fascinating insights into the context-bound meaning of comparative employee relations. It shows that when terminology associated with employee relations travels across societal, cultural and language boundaries, the meaning is transformed. The contributions shed light on the metaphorical and interlingual translation of employee relations in different national contexts. The book also provides a solid conceptual foundation for comparative research in this important field. I was very impressed by the unique perspective adopted in this book.'

– Rebecca Piekkari, Aalto University School of Business, Finland



Nov 2019 c 224 pp Hardback 978 1 78897 321 2 c £85.00 / c \$130.00

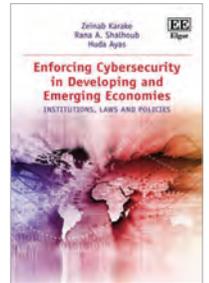
Enforcing Cybersecurity in Developing and Emerging Economies

Institutions, Laws and Policies

Zeinab Karake, University of Maryland, College Park, **Rana A. Shalhoub**, Bitar Cosmetic Surgery Institute and **Huda Ayas**, The George Washington University, US

'This is an important book on the quality and comprehensiveness of cybersecurity policies and strategies in developing and emerging economies. The book provides a guiding framework for understanding the determinants of the quality and comprehensiveness of National Cyber Security (NCS) strategies in countries from a resource-based theory perspective. The work performed by the authors and the conclusions reached are unique, such as proving that soft, intangible resources and infrastructure measures are important in explaining variations in quality and comprehensiveness of NCS strategies. The book concludes with a number of useful recommendations geared toward refining the development of, and guiding/improving the enforcement of, cybersecurity strategies in emerging economies.'

– Soumitra Dutta, Cornell University, US



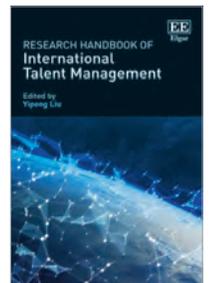
2019 272 pp Hardback 978 1 78536 132 6 £85.00 / \$135.00 • eBook • Elgaronline

Research Handbook of International Talent Management

Edited by **Yipeng Liu**, University of Reading, UK and Center for China and Globalization UK Chapter (CCG UK), London

'This very important book, edited by Yipeng Liu, explores the issues surrounding talent management in a global context, from international work arrangements to managing expatriates to corporate governance to the changing role of the manager and the "global war for talent".'

– Professor Sir Cary Cooper, University of Manchester, UK



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NEW

Multinational Enterprises and Emerging Economies

Klaus E. Meyer, Western University, Canada

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.

April 2020 c 400 pp Hardback 978 178897 891 0 c £90.00 / c \$145.00
eBook • Elgaronline

New Horizons in International Business series

Research Handbook of Marketing in Emerging Economies

Edited by **Marin A. Marinov**,
Aalborg University, Denmark

'The role of emerging economies as target markets for firms has increased significantly, especially during the last ten years. Most of the books and studies published have focused on the macro-level analysis of entry barriers and/or investments in emerging economies, largely neglecting marketing strategies and other marketing-related issues. With 14 different chapters covering diverse topics ranging from the role of country image to marketing accountability, as well as both manufacturing and service sector analysis and international case studies, this book is clearly an interesting addition to the present stock of knowledge. It will provide an excellent primary text for courses focusing on entry and marketing strategies in emerging economies.'

– Jorma Larimo, University of Vaasa, Finland

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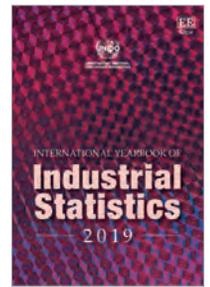
**International Yearbook of Industrial Statistics 2019**

United Nations Industrial Development
Organization, Vienna, Austria

Acclaim for previous editions:

'The UNIDO International Yearbook of Industrial Statistics is now a classic reference. . . The different editions of the Yearbook provide a unique statistical tool for analyzing the world industry.'

– *Revue d'Economie Industrielle / Industrial Economics Review*



2019 864 pp Hardback 978 1 78897 788 3 £230.00 / \$355.00
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International Yearbook of Industrial Statistics series

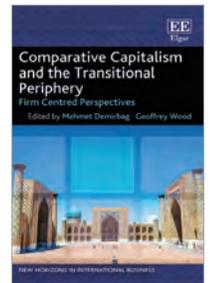
Comparative Capitalism and the Transitional Periphery Firm Centred Perspectives

Edited by **Mehmet Demirbag**, University of Essex, UK and **Geoffrey Wood**, Western University, Canada

With a growing body of literature dealing with business and management issues in the transitional economies of Central and Eastern Europe, the study of the 'transitional periphery', or post-Soviet economies, is sparse. A combination of rich natural resources and strategic locations make these economies of significant importance. This book provides fresh and recent research on both firms and the business environment in this region. It serves as a key reference work for those interested in comparative capitalism, business and society in the post state socialist world.

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Edward Elgar Publishing Inc.
The William Pratt House
9 Dewey Court
Northampton, MA
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