



Global Strategy and Management Theory and Practice

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

This book addresses the most crucial challenges facing managers of MNCs as they operate across different institutional frameworks and complex cultural contexts. What is the optimal balance between local responsiveness and global integration? How can a common culture be developed in the face of profound cultural differences? How can knowledge be transferred across the MNC? What employment policies are legitimate in a world of differing standards?

'Deftly organized into three major sections (The Multinational Enterprise; The External Context; Fundamental Managerial Challenges), the contributors to Global Strategy and Management: Theory and Practice provide new and significant contributions to understanding the proper management of MNEs and will prove to be essential reading for MBA students at masters level, their course instructors, and to corporate executives dealing with the daily challenges of managing MNEs. While unreservedly recommended for corporate, college and university library International Business Management instructional reference collections and supplemental curriculum studies lists, it should be noted for students, academia, corporate executives, and non-specialist general readers with an interest in the subject that Global Strategy and Management: Theory and Practice is also available in a paperback edition.'

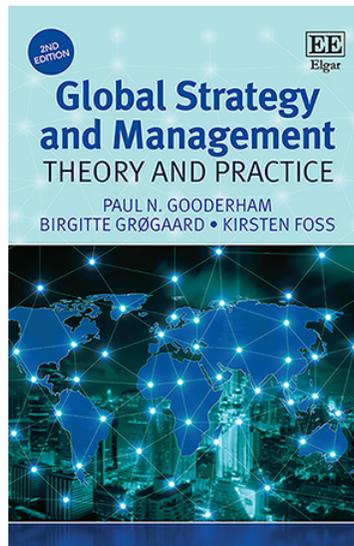
– The Business Shelf

'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

'This is the second edition of this excellent and well-written book and if anything it has improved. The familiar topics from the first edition are still there, though reorganised into a more logical frame, and new sections and topics not only update the research base but have added a more critical element into the analysis. The new and once again extensive case studies add a valuable element linking the analysis to real-life issues. Both students and teachers will learn much from this book'

– Chris Brewster, Henley Business School, UK



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