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Transnational Management provides an integrated conceptual framework to guide students and instructors through the challenges facing today's multinational enterprises. Through text narrative and cases, the authors skilfully examine the development of strategy, organizational capabilities, and management roles and responsibilities for operating in the global economy. The key concepts are developed in eight chapters that are supplemented by carefully selected practical case studies from world-leading case writers. All chapters have been revised and updated for this eighth edition to reflect the latest thinking in transnational management while retaining the book's strong integrated conceptual framework. Ten new cases have been added, and four others updated. A full range of online support materials are available, including detailed case teaching notes, almost 200 PowerPoint slides, and a test bank. Suitable for MBA, executive education and senior undergraduate students studying international management, international business or global strategy courses, Transnational Management offers a uniquely global perspective on the subject.

This book is a new edition of the market leading text. Changes include increasing coverage of small and medium enterprises, new material on managing diversity and cross-cultural workforces, new material on off-shoring, particularly to India or China, and a new chapter on sustaining global growth and linking the international HR function more firmly to a company's strategic growth plans.-Back cover.

With deregulation, privatization, and information technology transforming competition, the transnational model continually evolves. In a timely response to this dynamically changing business world, Bartlett and Ghoshal revisit their breakthrough concepts, updating the material with fresh examples drawn from today's leading global enterprises. The second edition of Managing Across Borders builds on the authors' ongoing exploration of the transnational, with their current research extending and illuminating the findings of their earlier work. An entirely new section, "The Transformation Challenge," focuses on how several companies have implemented the book's concepts. We see firsthand the obstacles and opportunities to building an effective transnational organization. This new edition also includes an application handbook, a highly practical tool that helps readers

translate the book's ideas into real-world action plans for their companies.

The contemporary workplace is ever changing. In many countries the effects of economic globalization has seen the rise in zero-hour contracts, the erosion of trade union power and income inequality. In addition, high-performance work systems, business ethics and environmental sustainability are now creating tremendous challenges in many organizations. These developments play out amongst differing national and international contexts. This fluid and diverse environment makes it even more important to understand the myriad of different theories underpinning human resource management and to explore its impact on organizations, managers and workers. This engaging textbook provides an essential introduction to both the 'how' and 'why' of human resource management; it looks at the way organizations manage human capability, but also exposes the tensions inherent in the employment relationship, encouraging the reader to reflect critically on the realities of contemporary HRM. Building on the success of the previous five editions, this new edition includes: Two new chapters on Ethics in HRM and Green HRM New 'HRM as I see it' video interviews with real life HR managers sharing their experiences on managing people in organizations, accessible through a new interactive ebook New 'HRM and Globalization' features discussing the particular challenges faced by international organizations New 'HRM in Practice' features exploring practical implementation of HR theories Coverage of contemporary themes such as line managers' roles in HRM, bullying, diversity and inequality Over 100 new references, bringing the discussion right up to date An extensive online resource centre with further teaching and learning materials, accessible at www.palgravehighered.com/bg-hrm-6e.

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The field of International Economics is very dynamic and is characterized, as it is, by continuous changes in many variables which shape the structure and nature of the global economy and set the trends. The book has been thoroughly revised and modified to incorporate significant changes and trends since the publication of the fifth edition more than a decade ago. The current edition, coming after five revised editions, is characterized by updating of information and significant modifications and recasting of most of the chapters. Salient Features: □ Information has been updated throughout the book. □ The following chapters have been thoroughly modified and restructured: • International Economic Gap and NIEO • Global Trade • Globalisation • Economic Integration and Cooperation • International

Monetary System • Foreign Exchange • International Liquidity and Reserves • International Capital Flows • Multinational Corporations • Transfer of Technology • Official Development Assistance • International Debt • International Migration • Trade and BOP of India • IMF and Development Organisations • World Trade Organisation • Trade Regulation and Promotion

No one will deny that labour standards comprise a necessary framework for balanced economic and social development. Yet on a global level such balanced development has not occurred, despite the existence of a rigorous body of international labour law that has been active and growing for almost one hundred years. The implementation of this law devolves upon states; yet many states have failed to honour it. If we are to take serious steps toward a remedy for this situation, there is no better place to start than a thorough, well-researched survey and analysis of existing international labour law - its sources, its content, its historical development, and an informed consideration of the barriers to its full effectiveness. This book is exactly such a resource. It provides in-depth interpretation of the crucial International Labour Organisation (ILO) instruments - Constitution, conventions, declarations, resolutions, and recommendations - as well as such other sources of law as the OECD Guidelines for Multinational Enterprises and various model and actual corporate codes of conduct. Among the substantive areas of labour law covered in this book are the following: • the relationship between international labour law and economic competition • standards on industrial relations • collective bargaining and dispute settlement procedures • protection of trade unions • prohibitions on enforced and child labour • promotion of equal opportunity and treatment • time and rest provisions • wage determination and protection • occupational health and safety provisions • special issues on non-standard forms of employment • foreign and migrant workers • social security provisions • privacy protection The presentation demonstrates that these rules and standards offer invaluable benchmarks to governments, judiciaries, employers, and trade unions. The book's combination of detailed commentary and an overarching social policy will make it especially valuable to legislators, human resources managers, employers' organizations, trade unions, jurists, and academics concerned with the role of work in our globalized social system. This fifth edition of the book by Jean-Michel Servais analyses the potential of those standards in a globalized world, and the necessary evolution. It examines the actual implementation of those rules in the national context, comparing different experiences. It integrates the latest instruments. It examines the most recent public debates on labour regulation (dealing with health and security at work, personal data, minimum wages, social security, strikes, etc.), updates the bibliography and opens some perspectives for the future work of the global institutions.

August emphasizes the diversity and similarity of how firms are

currently regulated and governed around the world.

Why, when, where and how to internationalise are core questions for leaders, managers and their organisations today. This book provides a unique overview of the true essence of international management. As opposed to a conventional product-related country-oriented approach to the international business area, this book intends to follow modern trends in international management with a greater focus on internationalisation of firm's earnings and costs. The total economic result of international business transactions in the firm takes account of all cross-border inflow and outflow of cash. Modern firms participate in industrial value chains that tend to cross national borders intensively. The firm's value chain activity exercised in a certain country serves as an appropriate unit of analysis in multinational firms' decision-making. The combination of such analytical units as firm, industry with its value chain, country and modes of foreign and cross-border operations is at the heart of the book's structure. Based on decades of delivering award-winning executive education seminars and projects in numerous countries, the authors address key questions in order to perpetuate an organisation's as well as an individual's success in international activities. Numerous case studies from a variety of firms, industries and countries help illustrate options and choices.

Das praxisorientierte englischsprachige Lehrbuch behandelt alle Phasen des Strategieprozesses. Neben strategischer Analyse und Strategieentwicklung werden auch die wahren Herausforderungen des strategischen Managements, nämlich Operationalisierung und Umsetzung auf den verschiedenen Business-Ebenen, detailliert beleuchtet. Außerdem im Fokus: aktuelle Themen wie Business Modeling und Strategy Alignment. Optimal für englischsprachige Veranstaltungen an Hochschulen in Deutschland, Österreich und der Schweiz. Modern, kompakt, pragmatisch, praxisorientiert! Mit umfangreichen Übungsaufgaben und praxisorientierten Fallstudien für Studierende Mit Unterrichtshilfen für Dozenten

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