

Deresky International Management 2nd Edition

Deresky International Management 2nd Edition Deresky International Management 2nd Edition Structure This 1000word description provides a comprehensive overview of the structure and content of Deresky International Management 2nd Edition It highlights the key features organization and target audience of the book emphasizing its value as a learning resource for aspiring and current international managers I The Importance of International Management Begin with a compelling introduction that underscores the growing significance of international business and management in todays interconnected world Highlight the increasing global interdependence the rise of multinational corporations and the challenges and opportunities associated with operating in diverse markets The Purpose of the Book Clearly state the books purpose which is to provide a comprehensive and accessible guide to the principles and practices of international management Emphasize the books focus on equipping readers with the knowledge and skills necessary to succeed in a globalized business environment II Structure and Organization Part I Foundations of International Management Chapter 1 to International Management This chapter lays the groundwork for the book by defining key concepts such as globalization international business and different types of international businesses It discusses the forces driving globalization and the implications for management Chapter 2 The Global Business Environment Explore the various environmental factors that influence international business including political economic legal technological and cultural factors Chapter 3 International Trade Theory and Policy Introduce key trade theories such as comparative advantage and analyze the impact of trade policy on international business Discuss international trade organizations like the WTO and their roles Chapter 4 International Finance and Foreign Exchange Provide an overview of international financial systems exchange rate fluctuations and the impact of currency risks on 2 international business Introduce methods for managing currency risk Chapter 5 Culture and International Management Discuss the importance of cultural understanding in international business and explore cultural frameworks like Hofstedes dimensions of culture Analyze the impact of culture on management practices and decision making Part II International Business Operations Chapter 6 Entry Modes for International Markets Examine various modes of entry into international markets including exporting foreign direct investment joint ventures and

strategic alliances Discuss the advantages and disadvantages of each entry mode

Chapter 7 International Marketing Analyze the challenges and opportunities of marketing products and services globally considering cultural differences and adapting marketing strategies to different markets

Chapter 8 International Human Resource Management Explore the complexities of managing human resources across cultures including recruitment training performance management and compensation Discuss the role of cultural sensitivity in international HR

Chapter 9 International Production and Supply Chain Management Discuss global sourcing strategies production location decisions and the challenges of managing international supply chains

Chapter 10 International Strategy and Competitive Advantage Examine the development and implementation of international business strategies including competitive advantage in global markets Discuss different strategic frameworks such as Porters Five Forces and SWOT analysis

Part III Special Topics in International Management

Chapter 11 International Business Ethics and Corporate Social Responsibility Discuss ethical considerations in international business including issues related to bribery labor practices and environmental sustainability Explore the role of corporate social responsibility in global business

Chapter 12 International Negotiations and Conflict Management Provide an overview of international negotiation styles and techniques Discuss strategies for managing conflict and achieving winwin outcomes in crosscultural negotiations

Chapter 13 The Future of International Management Explore emerging trends in international business including the impact of technological advancements global economic shifts and sustainability concerns Discuss the challenges and opportunities facing international managers in the future

III Key Features

3 RealWorld Case Studies The book is enriched with numerous case studies that illustrate the application of theoretical concepts in realworld international business situations These cases provide students with practical insights and help them develop critical thinking skills

Global Perspective The book adopts a truly global perspective drawing on examples and experiences from various countries and regions It provides students with a broader understanding of international business challenges and opportunities

Engaging Writing Style The text is written in a clear and concise style making it easy to read and understand The author uses realworld examples and engaging anecdotes to illustrate key concepts

Interactive Learning Tools The book includes various interactive learning tools such as discussion questions selfassessment exercises and online resources to enhance student engagement and learning

Updated Content The second edition reflects the latest developments in the field of international management incorporating new research and insights on emerging trends

IV Target Audience Undergraduate and Graduate Students The book is

designed for students pursuing degrees in international business management and related fields It provides a comprehensive foundation in the principles and practices of international management Practicing Managers The book can also be valuable for practicing managers who are involved in international business operations It provides insights and tools for navigating the complexities of global business Individuals Interested in International Business The book is also suitable for individuals who are interested in learning more about the world of international business and the challenges and opportunities it presents V Conclusion Deresky International Management 2nd Edition is a valuable resource for anyone seeking a comprehensive understanding of the principles and practices of international management Its clear structure engaging writing style realworld case studies and updated content make it an essential companion for students managers and individuals interested in the dynamic world of global business 4

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