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Kindle File Format By Mike W Peng Global Business 2nd Edition Global Strategic Management Peng Mike W Peng Is The Jindal Chair Of Global Strategy At The Jindal School Of Management, University Of Texas At Dallas He Is Also A National Science Foundation (NSF) CAREER Award Winner And A Fellow Of

Discover success in global business today with the most strategic approach to international business topics and unique coverage not found in other books. GLOBAL BUSINESS, 4th Edition, is the first global business book that answers the big question, What determines the success and failure of firms around the globe? Globally renowned scholar and author Mike Peng integrates both an institution-based view and resource-based view throughout every chapter, bringing an unparalleled continuity and strategic approach to the learning process. The book combines an inviting, conversational style with the latest research and examples that reflect the most recent global developments. A wealth of business cases from Mike Peng and other respected international experts delve into how companies throughout the world have expanded globally. All-new video cases that cover every chapter's opening case and closing case, world maps that connect geography and culture to business decisions, and unique global debate sections that draw you into cutting-edge international discussions help you learn to think independently and view business challenges from a truly global perspective. With GLOBAL BUSINESS, 4th Edition, you view business through the eyes of a true world citizen and gain the understanding you need to become an effective manager within today's global business landscape. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

GLOBAL STRATEGY is the first textbook of it's kind specifically written for the Capstone Management course for International Business programs and Strategic Management courses with a global emphasis. While the few other available international strategy texts focus on how to manage larger, multinational enterprises, Mike Peng's GLOBAL STRATEGY, Second Edition, offers several new perspectives. These include a broadened definition of global strategy; comprehensive and innovative coverage; in-depth and consistent explanations of cutting-edge research; and an interesting and accessible way to engage students. The text uses the strategy tripod--analyzing strategy from the industry-, institution-, and resource-based views--to answer the question: What determines the success or failure of firms around the globe? Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Mike Peng and Klaus Meyer have direct, first-hand, experience of researching and teaching in Europe, Asia and North America. This combined experience makes them uniquely qualified to write this textbook, which offers a comprehensive and accessible introduction to international business that starts from Europe but ultimately encompasses the globe. The text's comprehensive coverage is accessibly arranged around one central question and two core perspectives. The central question is a what determines the success and failure of firms around the globe? Institutional and resource-based perspectives are utilised to answer this question. Throughout the text the very latest scholarly research is used to facilitate successful learning of the key concepts, in order to engage students with the historical context and recent global developments. International Business has been shortlisted for the 2011/12 CMI Management Book of the Year award in the ebook category. More information about the CMI and the competition can be found here http://yearbook.managers.org.uk/index5.htm.

Created through a student-tested, faculty-approved review process, *GLOBAL, 2E* is an engaging and accessible solution to accommodate the diverse lifestyles of today's learners. Introduce students to success in global business today with strategic approach and unique coverage found in *GLOBAL, 2E*. Written by renowned international instructor, author, and consultant Mike Peng, *GLOBAL, 2E* is the first truly global business book to answer the big question, What determines the success and failure of firms around the globe? This edition blends both an institutional-based view and resource-based view throughout every chapter for an unparalleled continuity in the learning process. The book combines an inviting, conversational style with the latest research and examples throughout every chapter, including the impact on global business made by Japan's recent triple disaster and the escalating violence in Libya. A comprehensive set of cases from Mike Peng and other respected international experts examine how companies throughout the world, including South Africa's SABMiller, China's Pearl River, and India's Tata Motors, have expanded globally. All-new video cases, world maps, and unique global debate sections that draw students into cutting-edge discussions help readers view business challenges from a truly global perspective. GLOBAL, 2E's comprehensive package, including the CourseMate course management system, helps you teach students to become savvy, effective managers within today's global business landscape. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The limited number of global or international strategy textbooks almost exclusively focuses on how to manage larger, multinational enterprises (MNEs), which primarily come from and compete in developed economies. While MNEs are important, such a focus ignores the fact (1) that many smaller, entrepreneurial firms have also aggressively internationalized recently and (2) that MNEs often have to compete in emerging economies, which increasingly nurture strong local competitors. Most mainstream strategic management textbooks, while seeming to address the hot theme of globalization, contain only one chapter on international strategy. Finally, most international business textbooks do have a section (containing several chapters) on international strategy. However, they always carry a wider coverage of major business functions such as marketing, operations, finance, and accounting, making them unwieldy. GLOBAL STRATEGY is written to offer a number of new perspectives. These include (1) a broadened definition of global strategy, (2) a comprehensive and innovative coverage, (3) an in-depth and consistent explanation of cutting-edge research, and (4) an interesting and accessible way to engage students. In this book, global strategy is defined not as MNE strategy only, but as strategy around the globe. Most global strategy and international business textbooks take the perspective of the foreign entrant, typically the MNE, often dealing with issues such as how to enter foreign markets. Important as these issues are, they only cover one side of international business, namely, the foreign side. The other side, naturally, is how domestic firms compete against each other and against foreign entrants. Failing to understand the other side, at best, captures only one side of the coin.

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