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Sharjah is the official starting point for the global book industry to get back to business; Publishers Conference attendees say . Inaugural day of conference offers real-time perspectives on the aftereffects of the pandemic on more than 10 publishing markets globally, including UK, UAE, India, France, Egypt, USA, and Georgia

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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.

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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>.

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

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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.

The world's best-selling global business strategy text, Peng's GLOBAL STRATEGY, 5E uses a reader-friendly approach to present strategic management from a truly global perspective. This edition emphasizes strategy around the globe using evidence-driven explanations with the latest research. A unique strategy tripod perspective presents three leading views - industry-based, resource-based and institution-based views - in each chapter. A conversational style emphasizes the story behind the stories, while timely debates address strategic issues, such as globalization versus de-globalization, offshoring versus non-offshoring and social media freedom of speech versus censorship. You also examine building an antitrust case against Big Tech and reducing income inequality via corporate social responsibility (CSR). Strategy-in-action boxes, numerous chapter cases and brief, to-the-point integrative cases present current global topics. GLOBAL STRATEGY, 5E is available as a printed book or ebook. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Acting in a socially-responsible manner has become a crucial success factor for many international firms due to the highly complex, competitive, and volatile global environment in which they operate. This book will contribute new ideas, contemporary knowledge, and original research to the area of socially-responsible international business, and offers challenging directions for future research. Topic covered range from global environmental influences on acting in a socially-responsible way; foreign buyer reactions to responsible business and international market targeting to development of socially-responsible international business strategies.

Brad Thor's Summer 2018 Fiction Pick for THE TODAY SHOW! "Eerie, dark, and compelling, [The Book of M] will not disappoint lovers of The Passage (2010) and Station Eleven (2014)." --Booklist WHAT WOULD YOU GIVE UP TO REMEMBER? Set in a dangerous near future world, The Book of M tells the captivating story of a group of ordinary people caught in an extraordinary catastrophe who risk everything to save the ones they love. It is a sweeping debut that illuminates the power that memories have not only on the heart, but on the world itself. One afternoon at an outdoor market in India, a man's shadow disappears—an occurrence science cannot explain. He is only the first. The phenomenon spreads like a plague, and while those afflicted gain a strange new power, it comes at a horrible price: the loss of all their memories. Ory and his wife Max have escaped the Forgetting so far by hiding in an abandoned hotel deep in the woods. Their new life feels almost normal, until one day Max's shadow disappears too. Knowing that the more she forgets, the more dangerous she will become to Ory, Max runs away. But Ory refuses to give up the time they have left together. Desperate to find Max before her memory disappears completely, he follows her trail across a perilous, unrecognizable world, braving the threat of roaming bandits, the call to a new war being waged on the ruins of the capital, and the rise of a sinister cult that worships the shadowless. As they journey, each searches for answers: for Ory, about love, about survival, about hope; and for Max, about a new force growing in the south that may hold the cure. Like The Passage and Station

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Eleven, this haunting, thought-provoking, and beautiful novel explores fundamental questions of memory, connection, and what it means to be human in a world turned upside down.

Resource added for the Business Management program 101023.

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