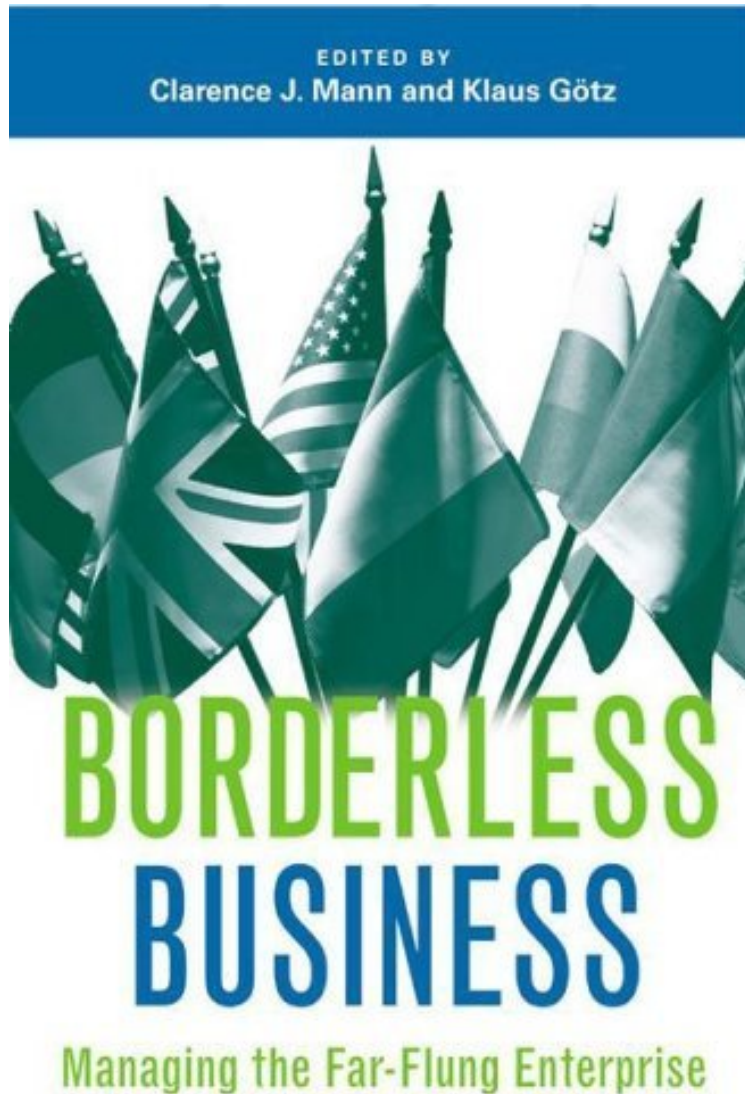


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Borderless Business: Managing the Far-Flung Enterprise

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From extending successful brands into exotic new markets to tapping talent in virtual teams to building ultra-complex supplier and distributor networks, today's executives and managers must consider the international implications of every decision they make. Certainly, globalization has its detractors, but for business leaders, the issue is not to debate the merits of globalization but to learn how to thrive in the global marketplace. In *Borderless Business* the authors tackle every major dimension of business from marketing to human resource management to supply chains to accounting and finance and demonstrate how they play out in a global context. Each chapter describes the new skills and competencies that managers must master in order to lead their companies in this environment. Featuring current data and dozens of case examples and applications from around the world, *Borderless Business* will serve as a practical handbook for executives and managers and an indispensable text for students of international business. From extending successful brands into exotic new markets to tapping talent in virtual teams to building ultra-complex supplier and distributor networks, today's executives and managers must consider the international implications of every decision they make. To put the magnitude of global business in context, consider that between 1820 and 1992 world population increased 5-fold, world income 40-fold, and world trade 540-fold. And in the past decade, the pace of change has only accelerated, with the Internet, for example, making connections instantaneous and ubiquitous and global aspirations attainable for even the smallest of enterprises. Certainly, globalization has its detractors, but for today's business leaders, the issue is not to debate the merits of globalization but to learn how to thrive in the global marketplace. In *Borderless Business* the authors tackle every major dimension of globalization from marketing to human resource management to supply chains to accounting and finance and demonstrate how these issues play out in a global context. Each chapter describes the new skills and competencies that managers must master in order to lead their companies in this environment, where every management challenge is amplified. Featuring current data and dozens of case examples and applications from around the world, *Borderless Business* will serve as a practical handbook for executives and managers and as an indispensable text for students of international business.

"Mann and G^Dotz present 14 papers in which authors from varied branches of management studies explore the challenges of globalization, whether those challenges call for a shift in management thinking, and the particular competencies and skills needed to address such challenges. Individual chapters explore these questions from the perspectives of marketing; supply networks; human resources development; trade and government regulations; the business legal environment; risk management; knowledge management; accounting, taxation, and corporate governance; finances; diversity management; corporate culture; and ethics and corporate social responsibility." - Reference Research Book News "*Borderless Business* should be the book of choice for managers, potential managers, students, and the general reader seeking to understand the complexities of globalization and its effects on business firms, nations, executives, and employees. Its distinctive features include a crystal-clear writing style, a wide and all-encompassing range of topics, vivid examples, summary highlighted points of emphasis, insightful charts and figures, and deep understanding of each major topic. I strongly recommend the book." (Martin Gannon, Professor of Strategy and Global Management, California State University San Marcos, Professor Emeritus, University of Maryland of College Park, Author of *Understanding Global Culture*) "This is a truly first rate book--one of the best I have read on the current challenges and opportunities of globalization. It is eminently readable, and addresses a set of key issues in international business from an interdisciplinary perspective. Its emphasis on the cultural and institutional imperatives of local and regional communities, and on mobilizing creativity and commitment in MNEs, is particularly germane to our contemporary globalizing economy. The editors are to be congratulated for assembling and integrating such an interesting, incisive, and relevant selection of essays. This work deserves the widest possible audience of business students, scholars, and executives of global companies." (John H. Dunning, Emeritus, Professor of International Business, Reading and Rutgers Universities) "*Borderless Business* is essential reading for senior managers and CEOs looking beyond their domestic markets at new growth territories. The book realistically maps some of the key transition challenges that corporations often underestimate while expanding their operations overseas, and it also provides important lessons for managers who often have to tussle between short-term shareholder pressures and long-term vision. I recommend this book for all practicing managers." (Sunil K. Munjal, Chairman of Hero Corporate Service Ltd., New Delhi, India) About the Author Clarence J. Mann is Professor and Chair of the International Management Program and Director of the Institute for Global Management at University of Maryland University College. With over twenty years of professional experience in management consulting and in corporate and international law practice, including serving as General Counsel of Sears Roebuck's International Operations, he was coeditor, with Klaus Gouml;tz, of *The Development of Management Theory and Practice in the United States*, a joint UMUC and Daimler/Chrysler research project. Klaus Gouml;tz is Professor at the University of Koblenz-Landau, Center for Human Resource Management. Prior to this appointment, he was manager of the Management-Konzepte Unit at Daimler/Chrysler in Stuttgart. He has published numerous articles and edited or contributed to several books in the field of human resource management and leadership development, and is coeditor, with Clarence J. Mann, of *The Development of Management Theory and Practice in the United States*, a joint UMUC and Daimler/Chrysler research

project.