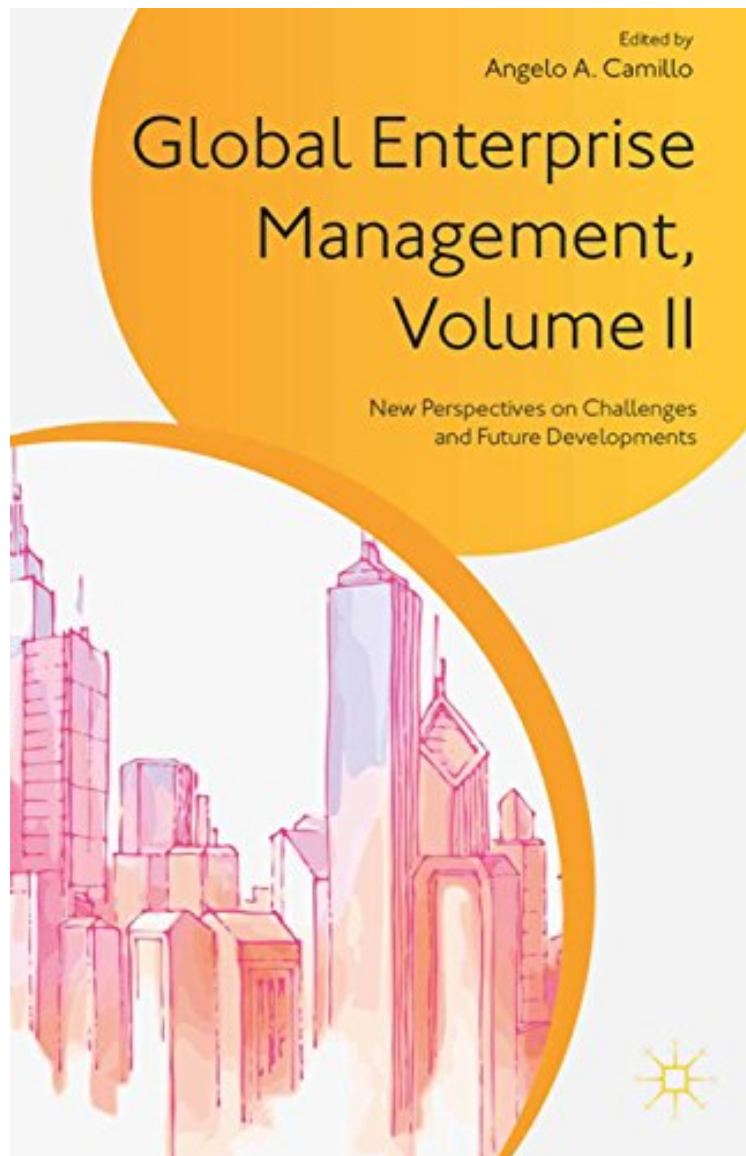


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Global Enterprise Management, Volume II: New Perspectives on Challenges and Future Developments: 2

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The ongoing progress of globalization has created a new need in multinational and international companies for managers who have the skills and competencies to be rotated anywhere in the world. While most books addressing global management have focused on the practitioner experience, theory, or academic knowledge relevant to one region or country, *Global Enterprise Management* unites all these approaches in a practical framework designed to provide students, educators, and practitioners with the skills to succeed in the global managerial landscape. Inspired by his 35 years in international hospitality management, Camillo brings together an interdisciplinary team to break down the challenges facing managers in global companies, including supply chains, business ventures, technology, accounting, marketing, and human resources. A collection of real-world case studies grounds theory in contemporary practice and directs the conversation toward the future.

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