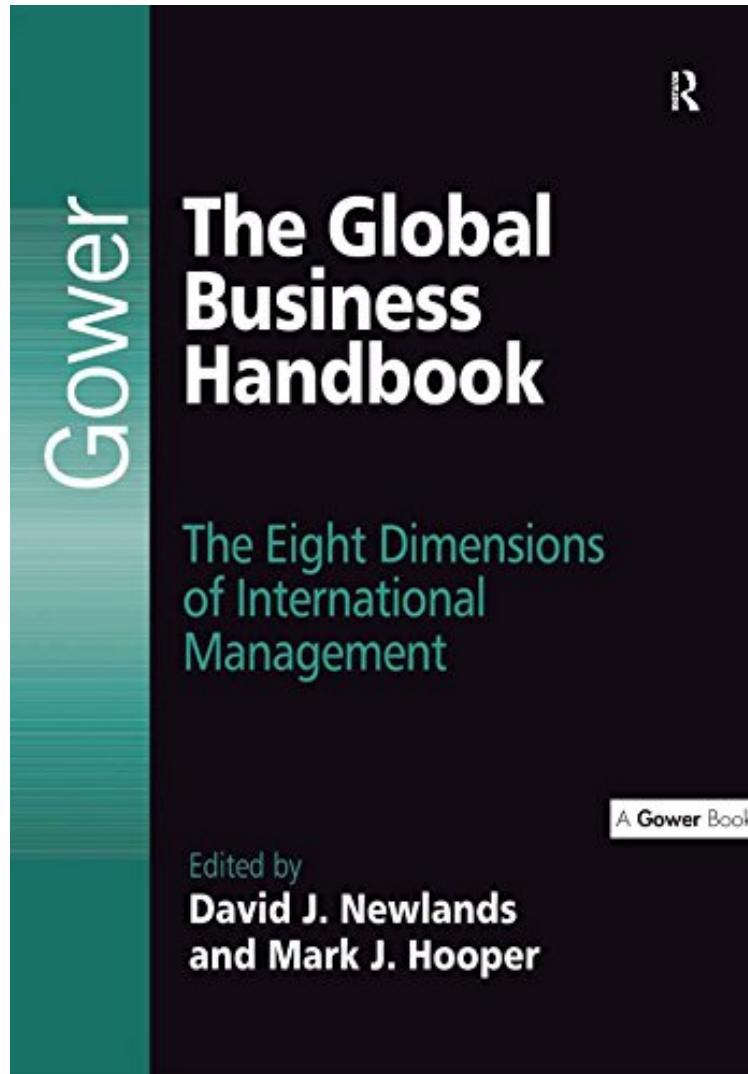


The Global Business Handbook: The Eight Dimensions of International Management

Mark J. Hooper

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Mark J. Hooper : The Global Business Handbook: The Eight Dimensions of International Management before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Global Business Handbook: The Eight Dimensions of International Management:

A nation's economic success depends on the capacity of its companies and trading organizations to develop business relationships, trade and do business in the international arena. Doing business across borders subtly changes the processes and skills the successful manager needs. Cultural, social, geographic and legal factors serve to complicate

the picture. The mantra for managers today is think global, act local. In this handbook the authors concentrate on the big developments that currently are happening at an international level. They consider how managers operating in the global business landscape must change what they do to create advantages and remain competitive. The Global Business Handbook is based on the structure of the very successful IATilde;pernil;SEG International School of Management's programme on international management. It includes a global focus, backed by the latest research on different aspects of international business carried out in different parts of the world.

'The Global Business Handbook provides a unique and valuable resource to business, academics and practitioners who seek to inform their understanding of the challenges presented by operating in a Global Economy. The Handbook equips the reader with insights, tools and techniques provided by first class contributors that represent a diverse range of disciplines and who present a truly Global approach to understanding the strategies required for business to effectively compete in modern economies. Importantly, the topics covered in the Handbook are timely and consider emerging priorities that will face all Businesses including Environmental and Social Management, Change Management and competing on the International Stage. ' David Fitzgerald, EcoMarketing Group 'In an increasingly global business and academic marketplace where understanding some very practical issues about how to prepare for and practice management that delivers sustainable value for shareholders, employees, communities, stakeholders and managers themselves in multiple international markets at once, this book makes an important contribution and is very welcome.' - Craig Tapper, Coordinator Strategic Management of Business Technology, Australian School of Business at the University of NSW

About the Author David J. Newlands has been the Director for the Visiting Professor Programme at IATilde;pernil;SEG School of Management, France. This comprises a set of more than ninety intensive modules that are taken as electives. Dr Newlands identifies and recruits professors for this programme and is an active researcher. He specialises in change management, purchasing, supplier development, supply chain dynamics, costing, product design and methods to maximise profit. He has written extensively for professional journals in the operations management field. He has given invited lectures and run supply chain games in Europe, The United States, Mexico, Australia and New Zealand. Mark J. Hooper is Senior Lecturer at the Faculty of Engineering and Computing at Coventry University. Dr Hooper's main areas of research include operations management, change management, supply chain and agile manufacturing. He is a visiting Professor at the IATilde;pernil;SEG, France and at the University of Monterrey, Mexico.