

Advanced Diploma in Business Management

INTERNATIONAL BUSINESS CASE STUDY

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International Business Alan Sitkin,Nick Bowen,2013-02-14 Offering a refreshingly critical perspective this text presents a balanced concise account of the challenges opportunities of international business Extensive use of international case examples demonstrating both good bad practice provides students with a realistic depiction of international business

International Business Peter J. Buckley,Peter Enderwick,Hinrich Voss,2022 Now in its second edition and in collaboration with their contributing authors world renowned academics Peter J Buckley FBA OBE Peter Enderwick and Hinrich Voss draw on their wealth of experience and expertise to present a truly global text on international business The Global Factory framework developed by Peter J Buckley forms an overarching coherent and accessible model for understanding how businesses operate globally Synthesising perspectives from economics social anthropology political economy and management International Business also provides a multitude of examples case studies and insights from across the globe that link theory to management practices all to equip you for the challenges faced in the business world today Engaging examples include internationally recognised companies such as Nike Ben and Jerry s TikTok and Maersk as well as organizations from emerging markets such as Saudi Arabia Brazil and Turkey Opening cases discuss real challenges faced by international businesses inviting you to discuss and devise your own solutions while closing cases and IB Insights offer opportunities to further reflect on international business practices at real global companies Stretch your critical thinking skills by engaging with the Topics for Debate and build strong academic understanding by looking at the Research Insights which introduce key scholarship and provide commentary on seminal international business research This fully revised and more concise edition is your ideal guide to international business An exciting development for this new edition the enhanced e book offers an even more flexible and seamless way to learn www.oxfordtextbooks.co.uk/ebooks This book is accompanied by the following online resources For students Links to seminal articles as highlighted in the Research Insights feature Online activities to develop skills in research data collection and analysis Web links to sources of data each accompanied by critical commentary Multiple choice questions with instant feedback IB decision aids to explore real decision making tools used by managers For lecturers A case study bank Additional shorter and longer case studies with exemplar answers Links to video clips accompanied by short paragraphs of critical commentary Comprehensive customisable PowerPoint slides Test bank Tutorial activities Suggested assignment questions Instructor s manual including a guide to teaching the Global Factory framework and guidance from the authors on the case study questions IB challenges and Topics for Debate features

International Business, International Adaptation Shad Morris,James Oldroyd,2023 With the incisive

and comprehensive exploration of international business in the modern world in this edition of International Business an accomplished team of educators and business practitioners delivers a revitalized approach to the discipline that brings international business to life This edition of the book includes one of a kind chapters on sustainability poverty and innovation as well as explorations of the COVID 19 pandemic and its effects on commerce the business implications of social and civic justice race and inequality debates and new case studies including one on equity diversity and inclusion at Microsoft The book efficiently prepares students for the global economy and transforms the authors impressive international experience at multinational corporations into an indispensable pedagogical resource This international adaptation further strengthens the bond between the readers and the contemporary world of international business through the introduction of new case studies caselets illustrations and exhibits related to India Australia bilateral trade association solar mamas of Sudan evolution of Islamic banking in Tanzania McDonald s kosher menu in Israel and so on It takes us through the emerging factors affecting the international business such as digital transformation and global supply chain strategies post COVID 19 Critical thinking questions added at the end of each chapter will encourage the students to think analytically and delve deeper into the topic

International Business Management Pradip Kumar Sinha, Sanchari Sinha, 2009 In today s rapidly changing scenario of the world the study of international business management has become necessary for management students This book has been developed to set a new standard for international business textbooks The book provides a comprehensive and up to date coverage of all the related world issues with special reference to India It is written in simple language and maintains an integrated and logical flow from beginning to end The book mainly focuses on managerial implications which caters to the needs of management students The book presents a thorough review of economies and politics of international trade and investment and various functions and forms of Global monetary system It is hoped that this book will definitely be liked and appreciated by the readers students

LOGISTICS MANAGEMENT FOR INTERNATIONAL BUSINESS

SUDALAIMUTHU, S. ,RAJ, S. ANTHONY ,2009-04-18 In today s globalised economic development international transactions form an integral part of economic activities Logistics Management encompasses planning and management of all activities involving sourcing and procurement of cargo by effective and economically feasible coordination and collaboration with channel partners and provision of product and service packages from point of origin to point of consumption at the right time and at the right place This book gives with theoretical and practical expertise a comprehensive coverage of the logistic concepts techniques and their applications in the world cargo industry Besides it provides an in depth understanding of the strategic framework of Logistics Management the technologies and the components used in logistic operations It also covers export import trade and documentations shipping formalities warehouse and inventory management ERP concepts logistics operation of major ports and more Key Feature Case Studies are provided at the end of most chapters which tend a practical orientation to the subject This book is primarily intended as a text for postgraduate students of Management MBA MIB and

Commerce M Com IB It will also prove useful for the students of those engineering disciplines where the subject is prescribed as an elective course In addition practising managers in international business will find the book valuable as a reference

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Standing On The Shoulders Of International Business Giants: In Memory Of Yair Aharoni Arie Y Lewin,Ravi Ramamurti,Elizabeth L Rose,2024-03-04 This book serves as an introductory volume to Yair Aharoni s remarkable impact on international business IB research Most IB researchers will be familiar with at least one aspect of his work but relatively few will be familiar with his broader body of work as it spans so many of the issues addressed today in IB and strategy This book aims to introduce readers to the depth and breadth of his impact Unquestionably a founder of the IB field over the course of his long career Aharoni influenced its earliest development and driven by a deep connection to policy and managerial practice continually challenged conventional thinking on IB and strategy He generated seminal insights into many aspects of why and how firms internationalize including managerial decision making processes the strategies employed by state owned enterprises the interaction between firms and governments and the foreign expansion of firms including small and medium sized enterprises SMEs and those operating in the service sector based in small and open economies His research contributed to several salient research directions including the behavioral theory of the firm emerging market multinationals international entrepreneurship the service economy and non market strategies Aharoni was also an influential educator having served as the founding dean of two top business schools in Israel He was deeply engaged with the Israeli business environment particularly senior executives of start up companies and a highly valued advisor to the Israeli government In honor of these contributions Aharoni was the first management scholar in Israel to be awarded the prestigious Israel Prize in 2010 Few scholars have had such meaningful impact on research practice and policy

International Business Riad A. Ajami,G. Jason Goddard,2013-10-10 The new and updated edition of this widely used text is equally useful for undergraduate and graduate students of international business Its student friendly format detailed coverage of classic and timely topics and extensive use of case studies make it widely adaptable for different level courses as well as for educators who prefer either a case study or lecture approach Online instructor materials are available to adopters

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financial crisis and the European Union Its treatment of such topics as foreign exchange international trade policy and economic development introduces students to techniques for analysing national economies that are not covered in many competing texts Ethical and environmental issues are also covered in detail and all case studies tables and figures have been thoroughly revised and updated Each chapter includes a short case study while longer more complex case studies conclude the text Each chapter also features learning objectives discussion questions and references An online instructor s guide that includes PowerPoints with end of chapter answers and maps is available to instructors who adopt the text

International Business and Culture Małgorzata Bartosik-Purgat, Monika Guzek, 2024-06-14 International Business and Culture Challenges in Cross Cultural Marketing and Management explores the intricate relationship between culture and business offering valuable insights for both practitioners and scholars The authors delve into the profound impact of cultural dimensions on various aspects of international business marketing human resource management and organisational structure They examine the theoretical frameworks underpinning these studies through a meticulous narrative literature review and case studies The significance of understanding cultural influences on business decisions becomes paramount in an increasingly interconnected world The book addresses challenges faced by companies operating across diverse cultures emphasising the need for adaptation in international marketing and management Based on practical examples the research focuses on identifying the most culturally sensitive areas in international business and explores the crucial cultural determinants influencing engagement with foreign markets The book s theoretical background spans international business marketing and management and it is intertwined with cultural concepts from Hofstede and Hall It consists of 16 chapters covering marketing and communication strategies across cultures cultural aspects of international business and cross cultural management based on practical examples of Duracell Inc PepsiCo Volkswagen VELUX Group and Amica Group among others The book highlights the undeniable interconnectedness of culture and business As businesses expand internationally the symbiotic relationship between culture and business remains a pivotal factor influencing success and growth

Case Study Methodology in Higher Education Baron, Annette, McNeal, Kelly, 2019-06-28 In higher education case studies can be utilized to have students put themselves into problems faced by a protagonist and by doing so address academic or career related issues Working through these issues provides students with an opportunity to gain applied perspective and experiences Professors in higher education who choose this method of teaching require navigational tools to ensure that students achieve stated learning objectives Case Study Methodology in Higher Education is an essential research publication that focuses on the history and theories relating to case study methodology including techniques for writing case studies and utilizing them in university settings to prepare students for real life career related scenarios This publication features a wide range of topics such as educational leadership case writing and teacher education It is essential for educators career professionals higher education faculty researchers and students

Diaspora Networks in International

Business Maria Elo,Indianna Minto-Coy,2018-08-12 This contributed volume focuses on diasporans their characteristics networks resources and activities in relation to international business and entrepreneurship It presents an overview of diaspora concepts from an economic perspective and analyzes the global economic and societal effects and mechanisms revealing both positive and negative aspects of diaspora activities Providing insights into the socio cultural influences it discusses diaspora entrepreneurship and international business the respective organisational models investments and business types Lastly it offers an assessment of managing diaspora resources and policymaking This book was created by an interdisciplinary team of editors co authors and reviewers including historians sociologists psychologists linguists and ethnologists as well as experts in public policy international business marketing and entrepreneurship This unique team many of the authors are themselves diasporans with an extensive understanding of their topic provides the first global academic platform on the subject combining the latest empirical evidence from developing emerging transitional and developed countries with various combinations of diaspora flows that to date have received little attention

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