

International Management Strategic Opportunities Cultural Challenges

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Synopsis. McFarlin/Sweeney provides students with an accessible, application-oriented approach to international management, focusing on key challenges including on how to motivate, lead and communicate with people across different countries and cultures. The book gives students a global perspective on the process of hiring, training and developing employees, as well as strategic decision making in relation to foreign markets.

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Mastering the essential elements of effective interaction in the international arena, from cross-cultural understanding and communication to cross-border negotiation; Recognizing and taking advantage of strategic opportunities, such as entering and operating in foreign markets

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International Management: Strategic Opportunities & Cultural Challenges: Authors: Dean McFarlin, Paul D. Sweeney: Edition: revised: Publisher: Routledge, 2014: ISBN: 1135965390, 9781135965396: Length: 592 pages: Subjects

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Book Description. As the economies of many countries become more interrelated, international managers are facing huge challenges and unique opportunities associated with their roles. Now in its fifth edition, Sweeney and McFarlin's International Management embodies a balanced and integrated approach to the subject, emphasizing the strategic opportunities available to firms on a global playing field, as well as exploring the challenges of managing an international workforce.

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"The 5th edition of International Management by Dean McFarlin and Paul Sweeney is a truly superb textbook that can be used in executive education

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