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Dr. Martina Peng serves as the Department Chair of the Accounting, Finance and Economics in the College of Business. Martina earned a Master of Business Administration from the State University of New York at Buffalo and a Ph.D. in Consumer Finance from the Ohio State University.

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Mike Peng and Klaus Meyer have direct, first-hand, experience of researching and teaching in Europe, Asia and North America. This combined experience makes them uniquely qualified to write this textbook, which offers a comprehensive and accessible introduction to international business that starts from Europe but ultimately encompasses the globe. The text's comprehensive coverage is accessibly arranged around one central question and two core perspectives. The central question is what determines the success and failure of firms around the globe? Institutional and resource-based perspectives are utilised to answer this question. Throughout the text the very latest scholarly research is used to facilitate successful learning of the key concepts, in order to engage students with the historical context and recent global developments. International Business has been shortlisted for the 2011/12 CMI Management Book of the Year award in the ebook category. More information about the CMI and the competition can be found here <http://yearbook.managers.org.uk/index5.htm>.

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The limited number of global or international strategy textbooks almost exclusively

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focuses on how to manage larger, multinational enterprises (MNEs), which primarily come from and compete in developed economies. While MNEs are important, such a focus ignores the fact (1) that many smaller, entrepreneurial firms have also aggressively internationalized recently and (2) that MNEs often have to compete in emerging economies, which increasingly nurture strong local competitors. Most mainstream strategic management textbooks, while seeming to address the hot theme of globalization, contain only one chapter on international strategy. Finally, most international business textbooks do have a section (containing several chapters) on international strategy. However, they always carry a wider coverage of major business functions such as marketing, operations, finance, and accounting, making them unwieldy. GLOBAL STRATEGY is written to offer a number of new perspectives. These include (1) a broadened definition of global strategy, (2) a comprehensive and innovative coverage, (3) an in-depth and consistent explanation of cutting-edge research, and (4) an interesting and accessible way to engage students. In this book, global strategy is defined not as MNE strategy only, but as strategy around the globe. Most global strategy and international business textbooks take the perspective of the foreign entrant, typically the MNE, often dealing with issues such as how to enter foreign markets. Important as these issues are, they only cover one side of international business, namely, the foreign side. The other side, naturally, is how domestic firms compete against each other and against foreign entrants. Failing to understand the other side, at best, captures only one side of the coin.

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The global business environment is rapidly changing due to shifts in geopolitical alliances, active support of global international institutions in promoting market-oriented economic reforms, and advances in the development and use of information technology. INTRODUCTION TO GLOBAL BUSINESS, 2e addresses these challenges by providing a comprehensive analysis of the global business environment and lays the foundation for the functional tools used to better prepare you to manage the global business landscape. The text flows smoothly and clearly from concept to application, asking you to apply those learning skills into real-world personal and professional applications. The specialized author team introduces globalization through unparalleled scholarship and a world-view presentation of the fundamental pillars of the global business environment -- culture, ethics, economics, and information technology. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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This book discusses the effect of communication strategies in the course of China's national image building from both a theoretical and a practical perspective. The research data are collected via researcher's in-depth observation as well as focus group analysis and case study of selected Chinese radio and TV networks. On the basis of the empirical study and drawing on theories of international communication and political communication, this book also introduces an analytical framework that can be used to evaluate the effect of communication strategies in practice. Especially, the framework is applied to systematically analyze the formation and application of Chinese Communist Party's communication strategy with an aim at improving the national image and increasing its global influence. This book is of interest to graduate students and researchers who are interested in the broadcast communication in China.

This book probes into the workings of business strategies in former socialist countries in East Asia, Central and Eastern Europe and the newly independent states of the former Soviet Union, which are collectively called 'transition economies'. It provides a rich and in-depth understanding of fundamental, strategic issues confronted by domestic and foreign firms competing in these newly developed markets.

This book is aimed at business schools around the globe. We offer rich case studies, teaching notes and assessment ideas to help business educators embed

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sustainability in curriculum. These international case studies are situated in Mauritius, Malaysia, Indonesia, Australia and India however they have global applicability. Each chapter is a joint creation with an industry or government partner and uses original research written in the form of a case study. Active learning through case studies opens opportunities to change attitudes and to find creative solutions. In this book, we present ten chapters written as case studies covering a diverse number of sustainability topics – from tourism, health care, human resource management, climate change and supply chain management. Each case study is accompanied by detailed teaching notes and assessment questions as well as marking guides. There are also two chapters discussing sustainability discourse and discipline in higher education. The detailed cases can be immediately applied in the classroom.

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