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International Business Case Studies Instructor's Guide: For the Multicultural Marketplace (Managing Cultural Differences)

Robert T. Moran, David O. Braaten, John Walsh

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This instructor's guide to "International Business Case Studies" shows how to apply and profit from the concepts and themes described in the text, "Managing Cultural Differences". It presents specific, realistic examples of the strategies and tactics used by some of the world's most successful international businesses and organizations to excel in the global marketplace. The casebook is divided into six major sections, containing more than 30 case studies, that span critical issues of international business - globalization, negotiation, marketing, product/service quality, joint ventures and strategic alliances, and culturally diverse work forces. Each case study focuses on a particular company, region, management style etc., to clearly illustrate proven techniques for capitalizing on the cultural diversity of people, products and markets. With contributions from more than two dozen business executives and professors, and covering such countries as Japan, Germany, China, Mexico and Indonesia, to name a few, this casebook provides a broad spectrum of current and future approaches to achieving international and cross-cultural business success. Robert T. Moran is the co-author of "Managing Cultural Differences". The guide is available free to qualified instructors.

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