



Introducing Management in a Global Context (Paperback)

By Kevin O Gorman, Robert Macintosh

Goodfellow Publishers Limited, United Kingdom, 2015. Paperback. Condition: New. Language: English . Brand New Book. Managing a global business introduces particular challenges; managers must decide whether to standardize and centralize or to devolve key decisions to local markets, how to handle performance management, talent management and a range of other concerns. In this core text a range of leading experts present an introduction to management in a global context. Covering the major management disciplines, Introducing Management in a Global Context provides an introductory overview of key topic areas and to glimpse the latest research in domains such as strategy, technology and change, economics and development, politics and the social world, marketing, ethics and corporate decision making. To help support their learning, readers have access to a range of online resources including chapter-by-chapter multiple choice questions which will enable them to assess how well they have grasped individual chapters. The text also features a range of supplementary readings, in text exercises and cases/examples to help bring concepts to life. Understanding the content and context of this book will help shape you as a globally oriented manager. Includes: * In text exercises and end of chapter review questions with `solutions; *...



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