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Companies: An Analysis ', International
Journal of Management, Vol 28, No 3, Part
2, pp 824-848.

Publications - Graham Hubbard
Strategic Management Journal 22 (June-
July), 565 ... 2201: 1997: Transnational
Management: Text, Cases and Readings in
Cross-border Management. CA Bartlett, S
Ghoshal, P Beamish. McGraw-Hill Irwin ...
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Africa, etc.), as they come to grips with an increasingly competitive global environment. It is about the practice of management when a home-market perspective is no longer enough to achieve and sustain success. Through carefully selected comprehensive case studies and integrated text material, this book bridges both the internationalization process and multinational management. Beamish, Morrison, Rosenzweig and Inkpen, four highly-experienced international business teachers/researchers, offer an integrated text and casebook which has been constantly refined and updated for over a decade.

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focuses on the management challenges associated with developing strategies and managing the operations of companies whose activities stretch across national boundaries. The purpose of this book is to provide a conceptual framework of the interplay between the multinational corporation, the countries in which it does business, and the competitive environment in which it operates. Through text narrative, cases, and readings, the authors skillfully examine the development of strategy, organizational capabilities, and management challenges for operating in the global economy.

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