



## International Management: A Cultural Approach

By Carl Rodrigues

SAGE Publications, Inc. Paperback. Book Condition: New. Paperback. 560 pages. Dimensions: 9.8in. x 8.0in. x 1.3in. Emphasizing the importance of culture in making cross-national business decisions, the Third Edition of *International Management: A Cultural Approach* describes the functions of management—planning, organizing, staffing, coordinating, and controlling—in an international cross-cultural context and addresses the impact of differing national cultures on the functions of management. With an abundance of practical illustrations, exercises, and case studies, author Carl Rodrigues provides a unique cross-cultural theoretical framework for conducting international business management. This novel text prepares students and future managers to be successful in the world of international business. Key Features of the Third Edition: Presents a new SWOT analysis that describes the impact of culture on cross-national product/service, entry, pricing, and promotional strategies; Includes updated research findings, new textual examples, and Practical Perspectives to reflect up-to-date changes and advances in the business world; Contains a new section in each chapter describing how current information technology affects the chapters' focus; Offers even more varied representation of countries and regions as examples to more accurately reflect the global focus of the book; Provides an innovative end-of-textbook student-exercise project where students can actively apply what they have learned; Accompanied by High-Quality Ancillaries! Instructor Resources on CD are available...



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International Management: has been added to your Cart. Add gift options. Buy used. The content of the book is great I use it for my International Management class at CSUN. I was very annoyed and shocked when a great portion of the book was highlighted. It is very hard to read when everything is highlighted. The Third Edition of International Management: A Cultural Approach describes the functions of management—planning, organizing, staffing, coordinating, and controlling—in an international cross-cultural context and addresses the impact of differing national cultures on the functions of management. With an abundance of practical illustrations, exercises, and case studies, author Carl Rodrigues provides a unique cross-cultural theoretical framework for conducting international business management. This novel text prepares students and future managers to be successful in the world of international business. Key Features of the Third Edition. 1. Quantitative Approach 2. IT Approach to Management 3. Systems Approach 4. Contingency or Situational Approach 5. Scientific Management approach 6. Management Process or Administrative Management Approach 7. Human Relations Approach 8. Behavioural Science Approach. Everything you need to know about the approaches to management. In recent years, as the interest, needs and importance of management have grown; different approaches and viewpoints to the study of management have come into being. ADVERTISEMENTS International Management: A Cultural Approach. ISBN 1412951410.