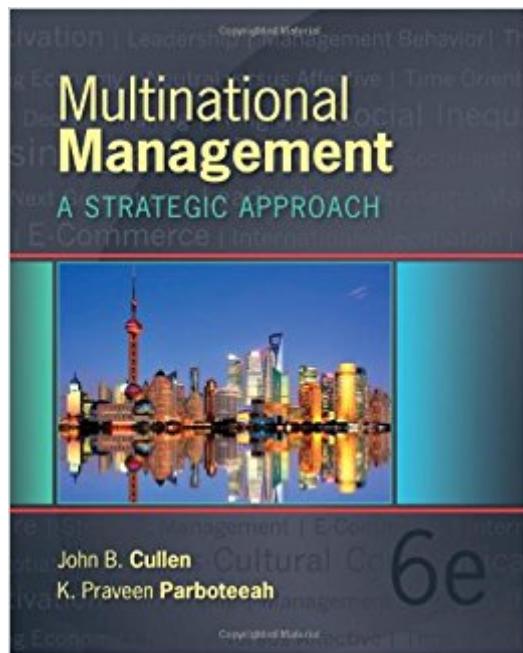


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Multinational Management



Synopsis

In today's increasingly complex global environment, developing and making strategic choices are the mainstays of successful decision making. The updated edition of Cullen & Parboteeah's **MULTINATIONAL MANAGEMENT: A STRATEGIC APPROACH** uses a distinctive strategic approach to explore the global economy and the impact of managerial decisions--equipping students with a strategic mindset. The text covers all topics essential to international management, including comparative management issues, formation and implementation of strategies in the global environment, the building of strategic alliances, negotiation and cross-cultural communication, international human resource management, business ethics, and much more. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>.

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Customer Reviews

John Cullen is Professor of Management at Washington State University where he teaches courses on international management, organizational theory, strategic management, and business ethics. He has also taught on the faculties of the University of Nebraska, the University of Rhode Island, Waseda and Keio Universities in Japan (as a Fulbright lecturer), and the Catholic University of Lille in France. He received his Ph.D. from Columbia University. He consults regularly with U.S. and Japanese organizations regarding international strategic alliances and the management of ethical behavior. Professor Cullen is the author or co-author of four books and over 60 journal articles, which have appeared in journals such as *Administrative Science Quarterly*, *Journal of International Business Studies*, *Academy of Management Journal*, *Organization Science*, *Journal of*

Management, Organizational Studies, Management International Review, Journal of Vocational Behavior, American Journal of Sociology, Organizational Dynamics, and the Journal of World Business. He also has given over 100 presentations at national and regional meetings. His major research interests include the effects of national culture and social institutions on managers and workers, the management of trust and commitment in international strategic alliances, ethical climates in multinational organizations, and the dynamics of organizational structure. Professor Cullen serves or has served on various editorial boards including the Academy of Management Journal and Advances in International Management and reviews for major journals in management and international business.K. Praveen Parboteeah is an Associate Professor of International Management at the University of Wisconsin - Whitewater. He received his Ph.D. from Washington State University, holds an MBA from California State University-Chico and a B.S. (Honors) in Management Studies from the University of Mauritius. Parboteeah's research interests include international management, ethics, and technology and innovation management. He has been involved in developing alternative models to national culture to explain cross-national differences in individual behaviors. He has published over 20 articles in journals such as the Academy of Management Journal, Organization Science, Decision Sciences, Small Group Research, Journal of Business Ethics, Management International Review, Journal of World Business and Journal of Engineering and Technology Management. Parboteeah has received numerous awards for his research. He was the 2005 Western Academy of Management Ascendant Scholar. He has also received Best Paper Awards from the Academy of Management and Global Information and Technology Management Association. Most recently, he was awarded a Certificate of Excellence for Outstanding Research by the University of Wisconsin - Whitewater and the Research Award by the College of Business. Parboteeah has been involved in many aspects of international education at the University of Wisconsin - Whitewater. He chairs the International Business Committee and is currently developing a strategic plan for the college. He is also the coordinator for exchanges with two French universities and has lectured in many countries including Mexico, South Korea, Germany, and U.K. Of Indian ancestry, Parboteeah grew up on the African island of Mauritius and speaks English, French and Creole. He currently lives in Whitewater, Wisconsin with his South Korean wife Kyong, daughter Alisha and new son, Davin.

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This book could use some editing and updating. One glaring example of this was the section on world religions. Muhammad's birth date was listed as BC not AD...only a few centuries off. The cases were also woefully out-of-date and would not be relevant to current students.

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