

Global Business Management

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About this Publication:

If anything is new in the business world it is a heightened level of uncertainty, and this is a global phenomenon. Political disruptions, civil unrest, natural disasters and slowing economies in the developed and developing world have made the financial markets increasingly volatile, challenging multinational corporations in offshore locations and global business operations in general.

Key Features

Global business needs a critical rethink, and Global Business Management tackles the tough and complicated questions that the new challenges. Some of the highlights are:

- a perspective on different approaches to global business operations
- strategies for building global competitive advantage
- ideas on structuring global enterprises and operations
- an explanation of political economy and institutional instruments to assess foreign expansion
- novel ideas on entry strategies into emerging markets (especially in Africa), considering not only institutional adequacy but also market dynamics and socio-economic realities
- ethical considerations, especially regarding governance
- a discussion of global logistics, operations and supply chain management in emerging markets, with a special focus on Africa
- an examination of global marketing strategies, the intricacies of online marketing, pricing and the international flow of goods and services
- key considerations in international human resource management, including diversity management in organisational leadership.

Contents Include:

- Chapter 1: Contemporary Global Business Operations
- Chapter 2: Global Diversity Management and Leadership
- Chapter 3: Building Strategies for Global Competitive Advantage
- Chapter 4: Structuring Global Enterprises and Operations
- Chapter 5: The Political Economy of Foreign Expansion
- Chapter 6: Assessing Country Attractiveness
- Chapter 7: Foreign Market Entry Strategies and Alliances
- Chapter 8: Expansion Strategies in Emerging Markets
- Chapter 9: Global Operations and Supply Chain Management
- Chapter 10: Global Marketing Strategy and Management
- Chapter 11: International Human Resource Management

Of Interest and Benefit to:

The blend of theory and practical knowledge, and the comparison of historical accounts with current realities, make this book indispensable for active and aspiring investors in the global business environment, as well as the academic community. The book is particularly relevant for BA students at exit level and could be useful for Honours and Master's students of international business, and MBA and MBL students who seek insight into the contemporary operating environments of global business.