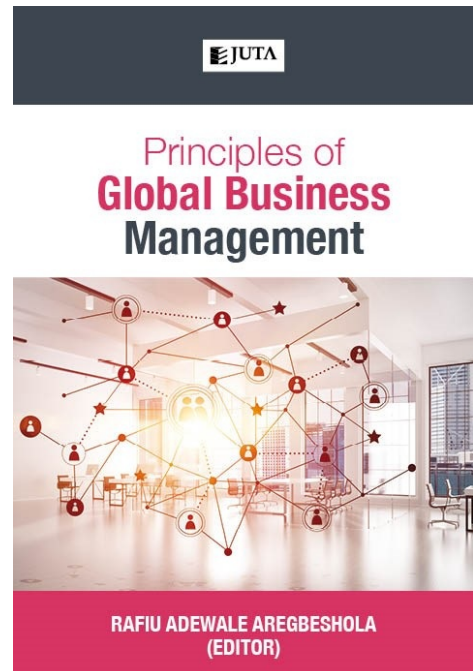


Principles of Global Business Management

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About this Publication:

When people think about the business world, they tend to think more about the political economy of operating environments than the intricacies of ethics and diversity management in offshore locations. However, all these factors are equally pertinent to successful global business management and a successful international business.

Globalisation and technological innovation also need to be considered. And while the controversy that surrounds globalisation has tainted the proceeds of growth and economic prosperity, the improvement in quality of life brought about by technological advances in global financial integration cannot be overemphasised.

Key Benefits

Principles of Global Business Management tackles these and other tough and complicated questions, giving a well-considered and rounded view on the messy world of Global Business Management. Some of the book's highlights include:

- A new perspective on globalisation, taking into account the recent uprising of populist ideologies in emerging markets and the developed world
- A chapter on ethics and global diversity management
- A chapter on technological, information and business innovation
- A chapter on global capital market dynamics, specifically addressing the adoption and adaptation of financial instruments as they affect cross-border investment decisions
- A unique approach to the evaluation of institutional instruments and the attraction of investment in emerging markets (especially in Africa)
- A blend of theory and practical knowledge of operating environments, especially in emerging markets, and more specifically in Africa.

Contents Include:

Chapter 1: Globalisation and global business dynamics
Chapter 2: Institutional frameworks and the role of government
Chapter 3: Culture and international business
Chapter 4: Ethics and corporate governance in international business
Chapter 5: The global technological, innovation and information Environment
Chapter 6: The global monetary system and foreign exchange market
Chapter 7: Evolution of global markets and African imperatives
Chapter 8: Financial management and strategies in the global context
Chapter 9: Cross-border investment and trade
Chapter 10: Foreign direct investment and the institutional framework
Chapter 11: Regional economic integration, trade blocs and free trade areas

Of Interest and Benefit to:

This book is relevant for students completing Bachelor, Honours and specialised Masters degrees in Business Management, as well as the academic community. It will also be indispensable to active and aspiring global business practitioners.