

# Principles of 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: 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.