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Verbeke provides a new perspective on international business strategy by combining analytical rigour and true managerial insight on the functioning of large multinational enterprises (MNEs). With unique commentary on 48 seminal articles published in the Harvard Business Review, the Sloan Management Review and the California Management Review

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Over the past three decades, Verbeke shows how these can be applied to real businesses engaged in international expansion programmes, especially as they venture into high-distance markets. The second edition has been thoroughly updated and features greater coverage of emerging markets with a new chapter and seven new cases. Suited for advanced undergraduates and graduate courses, students will benefit from updated case studies and improved learning features, including 'management takeaways', key lessons that can be applied to MNEs and a wide range of online resources.

Given the rise of Asia in the global economy in recent decades, it is important to understand the uniqueness of Asian business. This book first introduces the core strategies prevalent in Western business, and then explains how they can

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be applied or adapted to Asian business. When necessary, modified or new business models (as developed by the author) are utilized to better explain Asian business. Furthermore, this book deals not just with the theory, but also with practice. Several real-life case studies and examples are discussed in order to compare and contrast the Asian and Western perspectives on global business strategy. Readers will therefore gain an enhanced understanding of Asian business and formulation of Asian business strategy.

This research volume in honour of the late Daniel Van Den Bulcke, one of the founding fathers of the European Business Academy (EIBA) and a core institution builder of the Academy of International Business (AIB), focuses on conceptual innovations in assessing the impact of institutions on multinational enterprise

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Business transactions and partnerships across borders have become easier than ever due to globalization and global digital connectivity. As part of this shift in the business sphere, managers, executives, and strategists across industries must acclimate themselves with the challenges and opportunities for conducting business globally. *International Business: Concepts, Methodologies, Tools, and Applications* presents the latest research innovations focusing on cross-cultural communications and training, international relations, multinational enterprises, outsourcing, international business strategies, and competitive advantage in the global marketplace. This publication is an exhaustive multi-volume work essential to academic and corporate libraries who serve researchers, scholars, business

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executives and professionals, and graduate-level business students.

Foreign Direct Investment (FDI) studies have evolved as one of the mainstreams in business strategy. This book presents a comprehensive perspective on the motivations behind the studies, the effects of FDI, and how it can be utilized and extended to other areas of studies. Written with a global perspective, this book not only touches upon business strategies but also covers government policies toward promoting and attracting FDI for industrial and economic development. The author, with his vast experience in consulting and research projects for multinational companies, international organizations and governments, examines real world business practices of Eastern firms and how they relate to their Western counterparts, thus making this book a

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valuable and practical reference not only for students, but for practitioners, too. Contents: International Players: From Western Multinationals to Global Firms International Business Strategy: From Trade to FDI The Western Perspective on FDI: From Market Failure to OLI Paradigm The Global Perspective on FDI: From OLI Paradigm to Imbalance Theory FDI Impacts on Country: From Negative to Positive Perspective FDI and Cluster: From Local to Global Link Assessing the Investment Attractiveness: From Theory to Practice Entry Mode Choices: From Market Failure to Three Considerations Global Citizenship: From Responsibility to Opportunity Readership: Policy makers, researchers, professionals, undergraduates and postgraduate students interested in business strategies. Key Features: Unlike conventional FDI theories

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that focus on acquiring strategic advantages, this book emphasizes to look into both advantages and disadvantages, to expand our view on FDI motivations beyond advantage-seeking FDI studies were done mostly with one-firm based perspective, while this book examines the ecosystem of firms for FDI targets by improving imbalances in firm and industry value chains Whereas FDI effects were mainly analysed concerning economic and regional development, this book suggests that FDI can be a driver for social development as well

Keywords: Foreign Direct Investment; Cluster; Imbalance Theory; Industrial Eco City Development (IECD)

International Marketing, 6e is written from a wholly Australasian perspective and covers issues unique to local marketers and managers looking towards the

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Asia-Pacific region, the European Union, and beyond. It presents a wide range of contemporary issues faced by subsidiaries of multinational enterprises (MNEs) as well as small and medium scale enterprises (SMEs), mainly exporters, which make up the vast bulk of firms involved in international business in the Australasian region. International Marketing, 6e clearly demonstrates the links between the different stages of international marketing, connecting analysis with planning, planning with strategy and strategy with implementation. Key concepts are brought to life with comprehensively updated statistics, recent illustrations, and a variety of real-world examples and case studies.

Bilingual and bicultural scholar Yeng-Seng Goh offers the first in-depth English language analysis of global Chinese,

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Exploring the spread of Chinese beyond China and its emergence as a global language. Approaching the topic from a Singapore perspective, Goh uses this fascinating language ecosystem, with its unique bilingual language policy, as a case study for Chinese language learning.

Offering clear insights into the pedagogy of teaching Chinese as an international language (TCIL), this book covers a range of important topics, such as the use of English in the teaching of Chinese, the teaching of Chinese by non-native teachers, information and communications technology in L2 learning and teaching, and the progressive testing of receptive skills. In doing so, it presents a new, integrative approach to the compilation of Chinese learner's dictionaries, an innovative bilingual hybrid model for training TCIL teachers, and a solid theoretical framework for Masters of Arts

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Why is it important to conduct research on the psychology of the Asian consumer? What research themes have already emerged? What are the relevant theories and practical applications based on this research? These are some of the questions and issues addressed in this unique book. With chapters written by experts in their field, *The Psychology of the Asian Consumer* highlights how consumer psychology can contribute to an understanding of Asian consumer behaviour and is especially timely in light of today's global economy and its focus on the Pacific Rim. Chapters are organised around the key concepts of theory and culture and include numerous case studies and practical applications. The book focuses on research summaries that provide readers with important, need-to-

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This book explores test adaptation, a scientific and professional activity now spanning all of the social and behavioural sciences. Adapting tests to various linguistic and cultural contexts is a critical process in today's globalized world, and requires a combination of knowledge and skills from psychometrics, cross-cultural psychology and others. This volume provides a step-by-step approach to cross-cultural test adaptation, emphatically presented as a mlang between science and practice. The volume is driven by the first-hand practical experience of the author in a large number of test adaptation projects in various cultures, and is supported by the consistent scientific body of knowledge accumulated over the last several decades on the topic. It is the first of its kind: an in-depth treatise and guide

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on why and how to adapt a test to a new culture in such a way as to preserve its psychometric value.

Increasing numbers of free trade and economic partnership agreements have been concluded among many countries in East Asia, and economic integration has progressed rapidly on both a de facto and de jure basis. However, as the authors of this book argue, integration may intensify regional inequalities in East Asia and so this process has attracted much attention of late. Will it actually succeed in achieving greater economic growth or will it in fact cause growing regional disparity? This book presents a clear picture of East Asian integration, focusing on various aspects including: the structure of intra-regional trade industrial location patterns especially of multinational enterprises the formation of industrial agglomeration the

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development of political and institutional frameworks for integration. Economic Integration in East Asia addresses these issues from the perspectives of both spatial and neoclassical economics. As the book highlights, if the regional disparities continue to grow, this may constitute a fatal obstacle to deepening integration and the growth potential of East Asia. With its focus firmly on recommendations for the future, this book will be of great interest to academics and researchers of development, Asian studies and economic geography as well as development specialists in government and international organizations involved in East Asian integration.

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