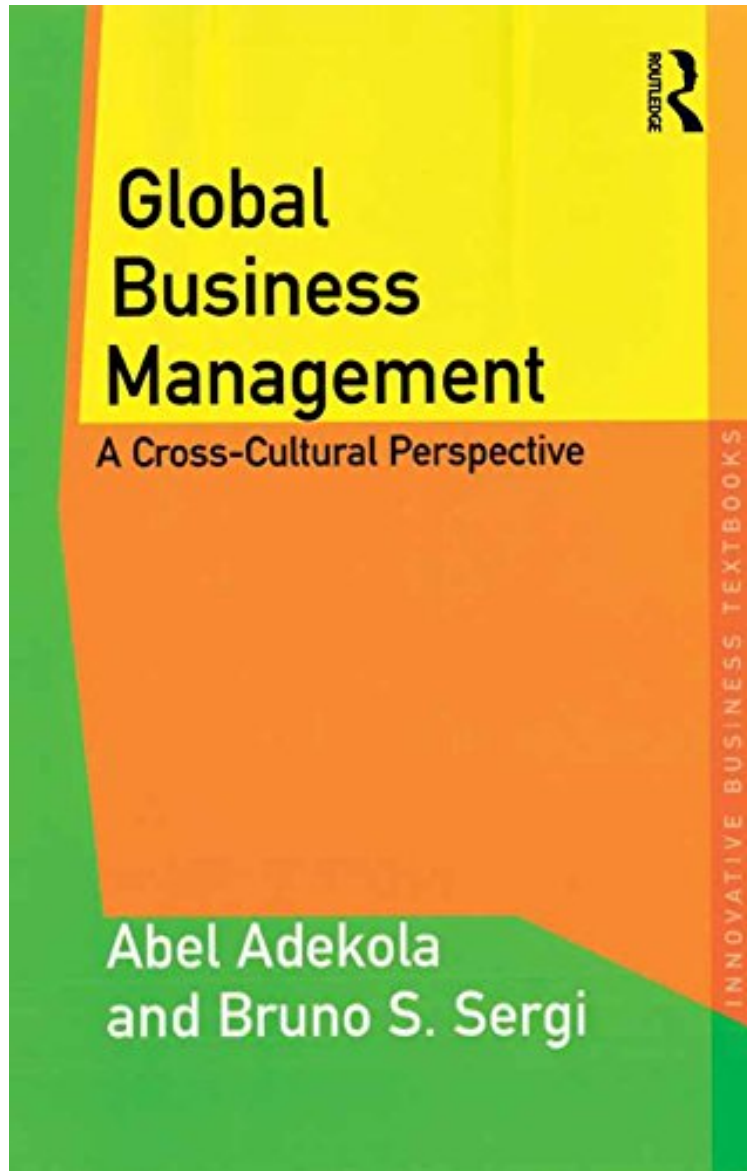


Global Business Management: A Cross-Cultural Perspective (Innovative Business Textbooks)

Abel Adekola, Bruno S. Sergi

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Abel Adekola, Bruno S. Sergi : Global Business Management: A Cross-Cultural Perspective (Innovative Business Textbooks) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Global Business Management: A Cross-Cultural Perspective (Innovative Business Textbooks):

This book interweaves the concepts of the guidance on globalization, international management, and the intricacies of international business that many books on the market treat independently. It clarifies and explains culture, cultural misunderstandings, and cross-cultural interactions. Adekola and Sergi's text is unique in that it offers both the management perspective and the cultural perspective. It is for managers seeking to thrive in the global economy. This book focuses on managing global organizations, providing a basis for understanding the influence of culture on international management, and the key roles that international managers play. It clearly shows how to develop the cross-cultural expertise essential to succeed in a world of rapid and profound economic, political and cultural changes.

'Globalization has a cultural face! This book offers a rich holistic understanding of the multifaceted global business dynamics and first hand accounts of the cultural specificities of each society. The socio-economic forces that mold modern business practices and entrepreneurs around the world are thoroughly explored by the authors.' Teerana Bhongmakapat, Chulalongkorn University, Thailand '...a highly readable book rich in examples and case studies. Of significance are the highly developed chapter cases that offer, in an enjoyable reading style, important insights into current MNC and country international issues. The authors' chapters on service industry issues are particularly exciting and discuss the service sector from the position of OECD nations (being the major part of their GDP) as well as the sector's potential for developing nation's growth/wealth through offshoring. The authors go beyond simply describing international business corporations and organizations and provide historical insights and perspectives that serve to orient the reader to their past and present functions as well as their potential future roles.' Kip Becker, Boston University, USA '...a very useful book for those studying international business or just wanting to read some current examples.' Kathleen Griffiths, RMIT University, Australia 'The new book on global management, *Global Business Management: A Cross-Cultural Perspective*, by Professors Abel Adekola and Bruno S. Sergi could not be better timed. While many books exist regarding global management from a cross-cultural perspective, the current phase of globalization with its growing numbers of critics, generates a strong public need for more serious attention going into such books. This is such a book.' *Transformations in Business Economics* About the Author Prof. Abel Adekola is a tenured Professor and Chair of Business Administration Department of the College of Technology, Engineering and Management at the University of Wisconsin, Stout. He is also an Adjunct Professor of Strategic Management and Business Policy at the University of Minnesota's Carlson School of Management. He has served as visiting Professor at numerous international Universities including ISM University of Management and Economics, Vilnius Lithuania, Rai University in India and the University of Malaya in Kuala Lumpur, Malaysia. He has presented a wide variety of seminars and workshops to representatives of corporations, government agencies, and academic institutions in the United States, Latin America, Europe, and Asia. He has published several academic papers in his discipline. Bruno S. Sergi is currently at the University of Messina and Greenwich University Business School. An expert on international business and transition economies in East-Central Europe, Russia, and China, he has taught and guest lectured in several European countries and the United States and published numerous articles and books for college students and professionals. He works with several scientific journals as either an editor or a member of the editorial board.