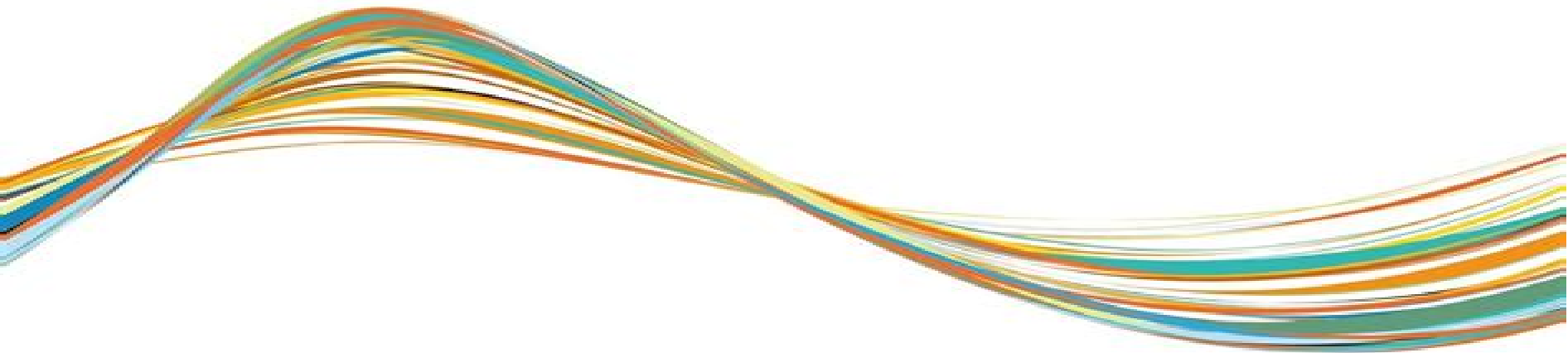


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International Management in Service Firms Dirk Klimkeit, Pengji Wang, Huiping Zhang, 2024-05-22 This textbook examines how service firms manage their international operations For the first time it brings together insights from the fragmented literature on this subject into an accessible textbook Further it is unique in its focus on service firms internationalization and international management Beginning with an overview of the international environment in which service firms operate it subsequently describes multinational service firms and their internationalization processes strategies and organization Unlike most texts on international services the book goes beyond internationalization to address the ongoing management of service firms It not only addresses functions such as global service marketing financial management and human resource management but also discusses aspects such as global account management global service delivery and international project management as well as the topical issue of managing distributed virtual teams A dedicated chapter focuses on offshore shared services and business process outsourcing These chapters are complemented by a discussion on international corporate governance and corporate social responsibility The book is intended for students preparing for international careers in the service sector Each chapter includes case studies illustrations highlighted definitions a chapter summary and exercises *Proceedings of the International Conference on Chinese Enterprise Research 2007* Xiaofang Fu, Teng-Kee Tan, Anthony S. C. Teo, 2008 The International Conference on Chinese Enterprise Research ICCER is an annual event organized by the Lien Chinese Enterprise Research Centre Nanyang Technological University Held on 13 and 14 December 2007 at Nanyang Technological University and the Singapore Chinese Chamber of Commerce Industry respectively the succeeding ICCER enjoyed immense support from local and international Management scholars boosting the scale and academic standing of the conference The conference invited famous keynote speakers including Professor Zhang Weiying Dean of Guanghua School of Management Peking University and Professor Zhao Renwei former director of the Institute of Economy Chinese Academy of Social Science At the same time attendance also included heads of Nanjing University Sun Yat Sen University Northwest University and Sichuan University s Management and Economics schools together with research directors and professors of the finest educational institutions In addition to academic presentations a panel of prominent economists such as Professor Tan Khee Giap from Nanyang Technological University Mr Xu Li General

Manager of Industrial and Commercial Bank of China Singapore and Mr Jack Niu Deputy Group Chief Credit Officer Standard Chartered Bank also deliberated on the topic OCyInternationalization of Banks in ChinaOCO The keynote speeches together with a collection of 25 excellent research papers from the conference are presented to the readers in this proceedings

Loose-Leaf Global Business Today Dr Charles W. L. Hill, PhD,2021-01-29 Global Business Today sets the standard for International Business courses and is the proven choice at both the undergraduate and graduate level It offers a complete solution that is relevant timely comprehensive practical focused on applications of concepts and integrated logical flow of topics from chapter to chapter The success of the first eleven editions and its longer more in depth textbook option International Business now in the 13th edition was based on the incorporation of leading edge research the use of the up to date examples and statistics to illustrate global trends and enterprise strategy and the discussion of current events within the context of the appropriate theory Building on these strengths the goals for the 12th edition have focused on the following 1 Incorporate new insights from scholarly research 2 Make sure the content covers all appropriate issues 3 Make sure the text is up to date with current events statistics and examples 4 Add new and insightful opening and closing cases in most chapters 5 Incorporate value added global EDGETM features in every chapter 6 Connect every chapter to a focus on managerial implications

Approved Marketing Plans for New Products and Services Ken K. Wong,2010-11 This book provides students of marketing with everything they need to understand and prepare a comprehensive marketing plan Written in Dr Wong s vivid and interesting style and furnished with examples for new products and services this book helps students to demystify the ingredients of an approved marketing plan Advance Praise for Approved Marketing Plans for New Products and Services Dr Ken Wong s latest work exemplifies the unassuming and straightforward style he is so famous for Ken has obviously worked very hard to make things easy for the reader The work is a step by step logical detailed and multi faceted approach to writing the all important Marketing plan Maurice Williams PMC Former Chief Marketing Officer SingPost Singapore This book helps people to prepare the blueprint of a marketing plan I learnt a lot from this book and this is a must read for anyone who wants to successfully plan for marketing their products or services Thanks Professor Ken Wong for bringing out such an excellent textbook Rajen Kumar Shah Chartered Accountant DISA Aditya Birla Group India

Constructive Intercultural Management Christoph Barmeyer,Madeleine Bausch,Ulrike Mayrhofer,2021-06-25 This textbook comprises an innovative companion for cross cultural management classes demonstrating how organizations can deal with cultural differences successfully Providing a constructive and positive lens into the multifaceted world of interculturality the authors illustrate the multiple benefits associated with cultural diversity in the fast changing global and digital environment

International Business Charles W. L. Hill,2002-01-01 International Business addresses the strategic structural and functional implications of international business in firms around the world This is exhibited through a critical integrated flow from chapter to chapter

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Tomas M. Hult, 2018-02-14 Market defining since it was introduced International Business Competing in the Global Marketplace by Charles W L Hill University of Washington and G Tomas Hult Michigan State University sets the standard and is the proven choice for International Business With the 12th edition Hill and Hult continue to draw upon their experience to deliver a complete program that is Relevant Timely Comprehensive Coverage or Theory Practical Focused on Practical Applications of Concepts Integrated Integrated Progression of Topics with Results Driven Technology

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