

International Management: Managing Across Borders and Cultures (6th Edition)

Helen Deresky



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International Management: Managing Across Borders and Cultures (6th Edition) Helen Deresky **Key Benefit:** International Management, 6/e, explores the dynamic global environment of business management, by exploring political, legal, technological, competitive and cultural factors that shape corporations worldwide.

Key Topics: The author examines cross-cultural management, competitive strategy, and current trends in the global arena.

Market: For undergraduate and graduate students majoring in international business or general management.

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