A photograph of a city skyline, likely Singapore, featuring several tall skyscrapers and a bridge over a body of water. The scene is captured during the day with a clear blue sky.

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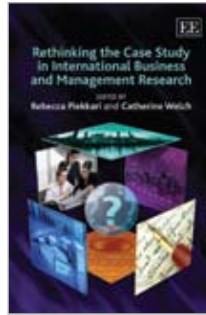
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## HIGHLIGHTS



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### Cross-Cultural Management in Practice

Edited by **Henriett Primecz**,  
**Laurence Roman** and **Sonja Sackmann**

see page 7

### Handbook of Research in International Marketing, Second Edition

Edited by **Subhash C. Jain**  
and **David A. Griffith**

see page 10

### Handbook of Research on Comparative Human Resource Management

Edited by **Chris J. Brewster** and  
**Wolfgang Mayrhofer**

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### Handbook of Research on Born Globals

Edited by **Mika Gabrielsson** and  
**V.H. Manek Kirpalani**

see page 8

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**Transnational Corporations and International Production** **TEXT** **NEW**

Concepts, Theories and Effects, Second Edition

**Grazia Ietto-Gillies**, London South Bank University and Birkbeck University of London, UK

*'At a time when researchers in international business tend to hide behind increasingly specialized professions, comprehensive overviews of basic perspectives are in high demand. This book fills this need by offering brilliant analyses and comparisons of basic theories within the field. It is an invaluable guide for students, teachers and researchers in international business and the reader will emerge better equipped to understand the realities of today's international production and the role of the modern transnational corporation.'*

– Mats Forsgren, Uppsala University, Sweden

Thoroughly revised and updated, the second edition of this highly acclaimed textbook provides a comprehensive critical analysis of concepts, theories and effects relating to transnational corporations and their activities. New features include deeper analysis of evolutionary theories, a discussion of Penrose and of the Network theory, and an additional chapter on innovation effects.

This textbook will be invaluable to post graduate and advanced undergraduate students of a variety of disciplines including business/international business, economics, international relations, and development studies. Lecturers and researchers wishing to familiarize themselves with the theoretical developments of the subject will also find the book of enormous interest.

Jan 2012 c 272 pp  
**Hardback 978 0 85793 225 9 c £75.00**  
**Paperback 978 0 85793 227 3 c £25.00**  
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**Theories of the Multinational Firm** **TEXT**

A Multidimensional Creature in the Global Economy

**Mats Forsgren**, Uppsala University, Sweden

This timely textbook presents the assumptions and theories behind contemporary views on the multinational firm as an organization and as an actor in the global economy. Mats Forsgren analyzes and compares six different theories of the multinational firm from the 'dominating multinational' to the 'politicizing multinational' that have dominated the research in international business during the last four decades.

2008 208 pp **Hardback 978 1 84844 117 0 £65.00**  
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**The Handbook of Globalisation, Second Edition** **TEXT**

Edited by **Jonathan Michie**, Kellogg College, University of Oxford, UK

With contributions from the leading commentators in the field and an over-arching introduction from the editor, the concerns of this updated and revised *Handbook* are two-fold. Firstly, to redefine the concept of globalisation and dispel the haze that surrounds it through a systematic and thorough examination of the debate. Secondly, to advance the frontiers of current critical thinking on the role and impact of globalisation, on the winners and losers in the process, and on the implications for society, the economy and governance.

**Contributors:** P. Arestis, E. Braunstein, P. Brosnan, H.-J. Chang, C. Craypo, G. DeMartino, G. Dymnski, G. Epstein, A. Glyn, J. Heintz, C. Hines, P. Hirst, G.M. Hodgson, J. Howells, G. Ietto-Gillies, M. Koenig-Archibugi, S. Lee, P. Lysandrou, J. Michie, J.G. Palma, M. Pani, J. Perraton, J. Plasmans, M. Sawyer, S. Sinclair, A. Singh, J. Stanford, B. Sutcliffe, G. Thompson, J. Toye, F. Wilkinson, R. Woodward, A. Zammit

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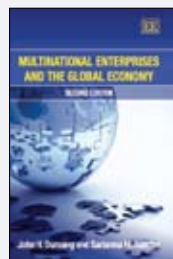
**Multinational Enterprises and the Global Economy, Second Edition** **TEXT**

The late **John H. Dunning OBE** and **Sarianna M. Lundan**, University of Bremen, Germany

*'The second edition of Multinational Enterprises and the Global Economy provides unparalleled coverage not only of the literature relevant to IB research but also of the evolution of IB in the world economy. Dunning and Lundan offer powerful insights into the societal effects of MNEs and the role of business–government relations in the IB context.'*

– *Journal of International Business Studies*

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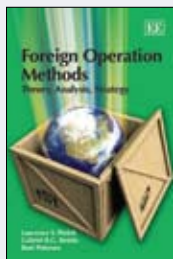


## Foreign **TEXT** Operation Methods

Theory, Analysis, Strategy

**Lawrence S. Welch**,  
Melbourne Business School,  
Australia,

**Gabriel R.G. Benito**,  
BI Norwegian School of  
Management, Norway and  
**Bent Petersen**, Copenhagen  
Business School, Denmark



*'New insights and a provocative perspective characterized this book by Professors Welch, Benito, and Petersen. . . Managers will find the framework of this book very appealing and relevant to their everyday international efforts and inquiries. The book is mandatory reading for academics and graduates in business, international marketing, and international business.'*

– Carlos M. Rodriguez, *International Marketing Review*

2007 480 pp Hardback 978 1 84542 044 4 £95.00

2008 Paperback 978 1 84720 926 9 £35.00

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## International Business **TEXT** Marketing in Emerging Country Markets

The Third Wave of Internationalization of Firms

**Hans Jansson**, Linnaeus University, Sweden

This book illustrates how multinational corporations solve business-to-business or industrial marketing problems they encounter in markets in large emerging countries. The author finds that traditional ideas and frameworks used for analyzing, forming and implementing international business marketing strategy in mature markets are in need of adjustment before they are applied to emerging country markets. Accordingly, the author develops the institutional network approach to address the specific challenges afforded by these markets.

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## International Business Strategy in Emerging Country Markets

The Institutional Network  
Approach

**Hans Jansson**

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The Challenge of the New Age

Edited by **David H. McIntyre** and  
**William I. Hancock**, National Graduate School  
for Quality Management, US

Volume 1 looks at the specific ways disasters can impact businesses, both in the short and long term. The contributors – noted authorities in security and risk management, technology, public health, political science and business – recount their experiences of terrorist attacks and natural disasters, and explore the potential impacts of possible new disasters such as a pandemic influenza outbreak.

Nov 2011 c 192 pp

Hardback 978 1 84720 250 5 c £65.00

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**KEY TITLE**

## Handbook of Institutional **NEW** Approaches to International Business

Edited by **Geoffrey Wood** and **Mehmet Demirbag**,  
University of Sheffield Management School, UK

This inspiring *Handbook* brings together the work of leading scholars from a range of different starting points, presenting a synthesis of recent work relating to institutionally-informed accounts from transitional and emerging markets, as well as mature economies. The compendium is explicitly multi-disciplinary, encompassing perspectives from a range of the functional areas of management studies.

**Contributors include:** M.L. Aldred, F. Allen, M.M.C. Allen, A. Arslan, B.R. Barnes, N. Beech, J.A. Clampit, D.G. Collings, K.M. Conroy, R. Croucher, A. Cuervo-Cazurra, M. Demirbag, D. Demirbas, F. Filippaios, M. Fovargue-Davies, N.T. Gaffney, M.E. Genc, A. Giroud, J. Godard, G. Greig, N. Haworth, J.J. Hotho, S. Hughes, B. Karademir, B.L. Kedia, G. Klerck, S. Konzelmann, J. Larimo, M. McGuinness, B. McSweeney, H. Mirza, G. Morgan, C. Morrison, H. Patrick, T. Pedersen, R. Stepanov, C. Stoian, Z. Stone, M. Upchurch, K.H. Wee, G. Wood, A. Yaprak, D. Yen, A. Yukhanav

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Series editor: **Mark Casson**, University of Reading, UK

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**Contributors include:** C. Asmussen, K. Debbage, M. Hesse, D. Hummels, D.S. Jacks, P. Krugman, P. Nijkamp, A. Ramsay, P. Turnbull, A. Venables

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26 articles, dating from 1972 to 2009

**Contributors include:** G. Adam, M. Casson, W. Egelhoff, G. Gereffi, M. Grote, G. Hedlund, A. Hinterhuber, S. Hymer, A. Rugman, R. Strange

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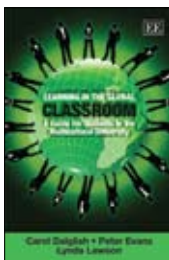


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Edited by **Robert Pearce**, University of Reading, UK

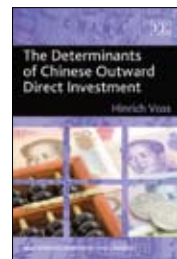
This original and important book explores how the interaction between China and multinational enterprises (MNEs) has the potential to affect the future of the Chinese economy, the global economy, and international business. It examines the interaction of two of the most important forces affecting the development of the global economy in recent decades – namely the opening and massive growth of the Chinese economy, and secondly the rise in foreign direct investment *per se* and the consequent strategic restructuring of major MNEs.

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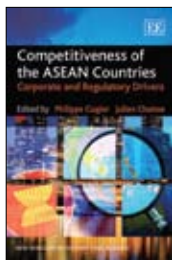
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University of Hong Kong



In an age of increased necessity for competitiveness of nations and at a time when the world economy is facing recession, this book explores the possible trajectory of ASEAN – arguably one of the most dynamic areas in the world – as a regional economic and political bloc. The expert contributors address the industrial competitiveness of ASEAN and analyse the role of MNEs against the background of the challenges of integration. They illustrate that regional integration will only be a success if ASEAN's linkages are broadened with global partners through negotiations of Free Trade Agreements. The book concludes that although much still remains to be done, and many promises are still to be unveiled, ASEAN's 'coming of age' is an historic milestone.

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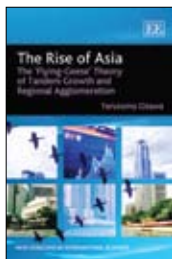
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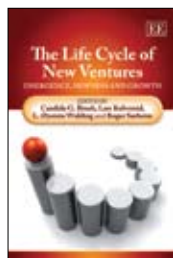
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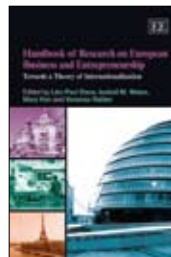
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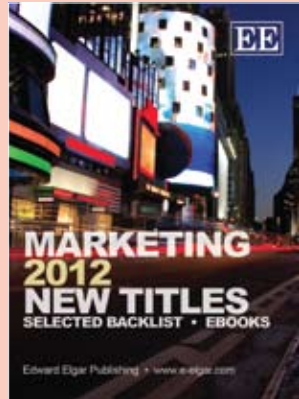
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