## International Management

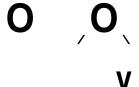
## **Ninth Edition**

## Fred Luthans

University of Nebraska-Lincoln

Jonathan P. Doh

Villanova University





## **Brief Contents**

En	vironmental Foundation		Part One
1	Globalization and International Linkages	2	
2	The Political, Legal, and Technological Environment	36	
3	Ethics, Social Responsibility, and Sustainability	62	
	Brief Integrative Case 1.1: Advertising or Free Speech?		
	The Case of Nike and Human Rights	87	
	Brief Integrative Case 1.2: Dansko Puts Its		
	Right Foot Forward	89	
	In-Depth Integrative Case 1.1: Student Advocacy and		
	"Sweatshop" Labor: The Case of Russell Athletic	92	
	In-Depth Integrative Case 1.2: Pharmaceutical Companies, Intellectual Property, and the Global AIDS Epidemic	97	
	intendedual Froperty, and the Global Albo Epidemio	01	
The Role of Culture			Part Two
4	The Meanings and Dimensions of Culture	110	
5	Managing Across Cultures	146	
6	Organizational Cultures and Diversity	174	
7	Cross-Cultural Communication and Negotiation	200	
	Brief Integrative Case 2.1: Coca-Cola in India	238	
	Brief Integrative Case 2.2: Danone's Wrangle		
	with Wahaha	244	
	In-Depth Integrative Case 2.1a: Euro Disneyland In-Depth Integrative Case 2.1b: Beyond Tokyo:	250	
	Disney's Expansion in Asia	260	
	In-Depth Integrative Case 2.2: Walmart's Global Strategies	264	
Int	ternational Strategic Management		Part Three
8	Strategy Formulation and Implementation	274	
9	Entry Strategies and Organizational Structures	306	
10	Managing Political Risk, Government Relations, and Alliances	342	
11	Management Decision and Control	366	
	Brief Integrative Case 3.1: Google in China: Protecting Property and Rights	392	

	Brief Integrative Case 3.2: Can Sony Regain Its Innovative	
	Edge? The OLED Project	397
	In-Depth Integrative Case 3.1: Tata "Nano": The People's Car	402
	In-Depth Integrative Case 3.2: The Ascendance of AirAsia:	
	Building a Successful Budget Airline in Asia	411
Part Four	Organizational Behavior and Human Resource Management	
	12 Motivation Across Cultures	422
	13 Leadership Across Cultures	454
	14 Human Resource Selection and Development Across Cultures	492
	Brief Integrative Case 4.1: IKEA's Global Renovations	537
	In-Depth Integrative Case 4.1: HSBC in China	544
	In-Depth Integrative Case 4.2: Chiquita's Global Turnaround	560
	Skill-Building and Experiential Exercises	
	References	587
	Endnotes	591
	Glossary	631
	Indexes	637