International Management

Culture, Strategy, and Behavior

Twelfth Edition

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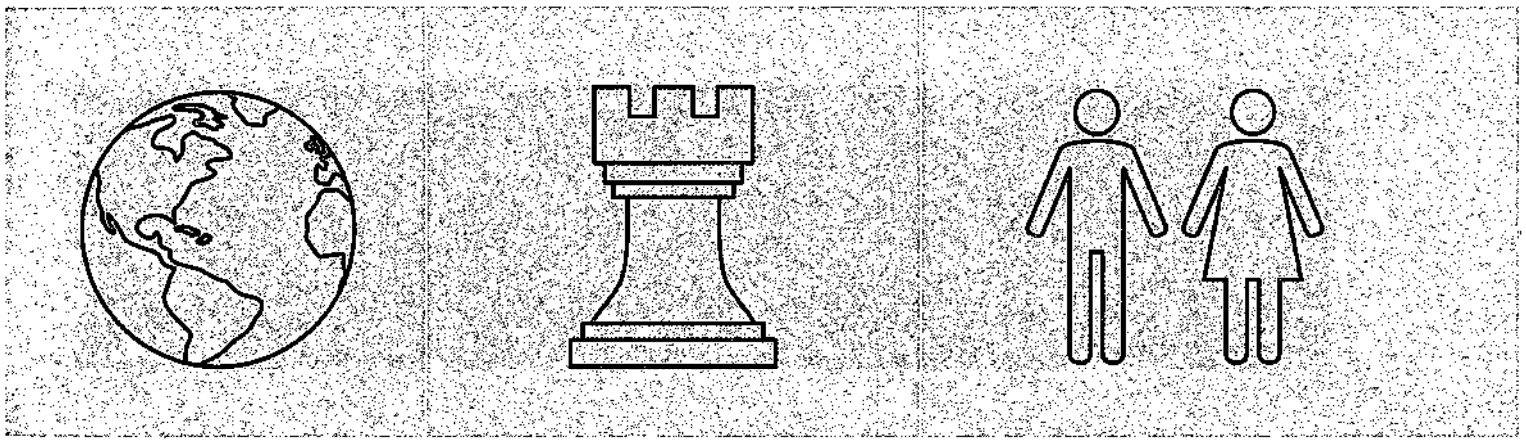

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Brief Contents

Part One **Environmental Foundation**

1	Globalization and International Linkages	2
2	The Political, Legal, and Technological Environment	44
3	Ethics, Social Responsibility, and Sustainability	74
	Brief Integrative Case 1.1: Coca-Cola in India	99
	Brief Integrative Case 1.2: TOMS Puts Its Right Foot Forward	106
	In-Depth Integrative Case 1.1: Student Advocacy and "Sweatshop" Labor: The Case of Russell Athletic	112
	In-Depth Integrative Case 1.2: The Ethics of Global Drug Pricing	119

Part Two **The Role of Culture**

4	The Meanings and Dimensions of Culture	132
5	Managing across Cultures	162
6	Organizational Cultures and Diversity	186
7	Cross-Cultural Communication and Negotiation	212
	Brief Integrative Case 2.1: The X-Culture Project: Challenges of Managing Global-Virtual Teams	249
	Brief Integrative Case 2.2: Danone's Wrangle with Wahaha	253
	In-Depth Integrative Case 2.1a: Euro Disneyland	259
	In-Depth Integrative Case 2.1b: Disney in Asia	270
	In-Depth Integrative Case 2.2: Walmart's Global Strategies	276

Part Three **International Strategic Management**

8	Strategy Formulation and Implementation	288
9	Entry Strategies and Organizational Structures	322
10	Managing Political Risk, Government Relations, and Alliances	352
11	Management Decision and Control	378
	Brief Integrative Case 3.1: Google in China: Protecting Property and Rights	405
	Brief Integrative Case 3.2: Winning a War Without an Armor: Tesla's Open Innovation Strategy in Emerging Markets	412

In-Depth Integrative Case 3.1:
How Starbucks Convinced Indians to Embrace Coffee 418

Organizational Behavior and Human Resource Management **Part Four**

12 Motivation across Cultures 432
13 Leadership across Cultures 470
14 Human Resource Selection and Development across Cultures 506
Brief Integrative Case 4.1: IKEA's Global Renovations 552
In-Depth Integrative Case 4.1: Chiquita's Global Turnaround 560

Skill-Building and Experiential Exercises **569**

Glossary 583
Indexes 589

Table of Contents

Part One **Environmental Foundation**

1 **Globalization and International Linkages** 2

The World of International Management: An Interconnected World 2

Introduction 5

Globalization and Internationalization 8

Globalization, Antiglobalization, and Global Pressures for Change 8

Global and Regional Integration 10

Changing Global Demographics 15

The Shifting Balance of Economic Power in the Global Economy 15

Global Economic Systems 23

Market Economy 23

Command Economy 23

Mixed Economy 24

Economic Performance and Issues of Major Regions 24

Established Economies 24

Emerging and Developing Economies 26

Developing Economies on the Verge 29

The World of International Management—Revisited 35

Summary of Key Points 35

Key Terms 36

Review and Discussion Questions 36

Answers to the In-Chapter Quiz 36

Internet Exercise: Global Competition in Fast Food 37

Endnotes 37

In the International Spotlight: India 42

2 **The Political, Legal, and Technological Environment** 44

The World of International Management: Social Media and Political Change 44

Political Environment 46

Ideologies 47

Political Systems 50

Legal and Regulatory Environment 53

Basic Principles of International Law 53

Examples of Legal and Regulatory Issues 54

Privatization 57

Regulation of Trade and Investment 60

Technological Environment and Global Shifts in Production 60
Trends in Technology, Communication, and Innovation 61
Biotechnology 62
E-Business 63
Telecommunications 64
Technological Advancements, Outsourcing, and Offshoring 65
The World of International Management—Revisited 67
Summary of Key Points 67
Key Terms 68
Review and Discussion Questions 68
Internet Exercise: Hitachi Goes Worldwide 68
Endnotes 68
In the International Spotlight: Malaysia 73

3 Ethics, Social Responsibility, and Sustainability 74
The World of International Management: Sustaining Sustainable Companies 74
Ethics and Social Responsibility 77
Ethics and Social Responsibility in International Management 77
Ethics Theories and Philosophy 77
Human Rights 79
Labor, Employment, and Business Practices 80
Environmental Protection and Development 81
Globalization and Ethical Obligations of MNCs 83
Reconciling Ethical Differences across Cultures 85
Corporate Social Responsibility and Sustainability 85
Corporate Governance 89
Corruption 90
International Assistance 91
The World of International Management—Revisited 93
Summary of Key Points 93
Key Terms 94
Review and Discussion Questions 94
Endnotes 94
In the International Spotlight: Qatar 98
Brief Integrative Case 1.1: Coca-Cola in India 99
Endnotes 103
Brief Integrative Case 1.2: TOMS Puts Its Right Foot Forward 106
Endnotes 110
In-Depth Integrative Case 1.1: Student Advocacy and "Sweatshop" Labor: The Case of Russell Athletic 112
Endnotes 117

In-Depth Integrative Case 1.2: The Ethics of Global Drug Pricing 119
Endnotes 127

Part Two The Role of Culture

4 The Meanings and Dimensions of Culture 132
The World of International Management: Culture Clashes in Cross-Border Mergers and Acquisitions 132
The Nature of Culture 134
Cultural Diversity 135
Values in Culture 138
Values in Transition 138
Cultural Dimensions 140
Hofstede 140
Trompenaars 149
Integrating Culture and Management: The GLOBE Project 152
Culture and Management 153
GLOBE's Cultural Dimensions 153
GLOBE Country Analysis 154
National Culture and the COVID-19 Pandemic 155
The World of International Management—Revisited 156
Summary of Key Points 156
Key Terms 157
Review and Discussion Questions 157
Internet Exercise: Renault-Nissan in South Africa 157
Endnotes 158
In the International Spotlight: Turkey 161

5 Managing across Cultures 162
The World of International Management: Taking a Bite Out of Apple: Corporate Culture and an Unlikely Chinese Start-up 162
The Strategy for Managing across Cultures 164
Strategic Predispositions 165
Meeting the Challenge 166
Cross-Cultural Differences and Similarities 168
Parochialism and Simplification 168
Similarities across Cultures 170
Many Differences across Cultures 171
Cultural Differences in Selected Countries and Regions 174
Using the GLOBE Project to Compare Managerial Differences 174
Managing Culture in Selected Countries and Regions 175

The World of International Management—Revisited 179
Summary of Key Points 180
Key Terms 180
Review and Discussion Questions 180
Internet Exercise: Haier's Approach 180
Endnotes 181
In the International Spotlight: Poland 185

6 Organizational Cultures and Diversity 186
The World of International Management: The Fundamentals of Strong Multinational Teams 186
The Nature of Organizational Culture 188
Definition and Characteristics 189
Interaction between National and Organizational Cultures 190
Organizational Cultures in MNCs 194
Family Culture 196
Eiffel Tower Culture 196
Guided Missile Culture 197
Incubator Culture 198
Managing Multiculturalism and Diversity 200
Phases of Multicultural Development 200
Types of Multiculturalism 202
Potential Challenges Associated with Diversity 203
Advantages of Diversity 204
Building Multicultural Team Effectiveness 205
The World of International Management—Revisited 207
Summary of Key Points 207
Key Terms 208
Review and Discussion Questions 208
Internet Exercise: Lenovo's International Focus 208
Endnotes 209
In the International Spotlight: Singapore 211

7 Cross-Cultural Communication and Negotiation 212
The World of International Management: Netflix's Negotiations: Global Expansion Strategies 212
The Overall Communication Process 214
Verbal Communication Styles 215
Interpretation of Communications 217
Communication Flows 218
Downward Communication 218
Upward Communication 219

Communication Barriers 220
Language Barriers 220
Perceptual Barriers 222
The Impact of Culture 224
Nonverbal Communication 225
Achieving Communication Effectiveness 227
Improve Feedback Systems 228
Provide Language Training 228
Provide Cultural Training 229
Increase Flexibility and Cooperation 229
Managing Cross-Cultural Negotiations 229
Types of Negotiation 231
The Negotiation Process 231
Cultural Differences Affecting Negotiations 233
Negotiation Tactics 235
Negotiating for Mutual Benefit 236
Bargaining Behaviors 238
The World of International Management—Revisited 241
Summary of Key Points 242
Key Terms 242
Review and Discussion Questions 242
Internet Exercise: Working Effectively at Toyota 243
Endnotes 243
In the International Spotlight: China 247
Brief Integrative Case 2.1: The X-Culture Project: Challenges of Managing Global-Virtual Teams 249
Endnotes 252
Brief Integrative Case 2.2: Danone's Wrangle with Wahaha 253
Endnotes 258
In-Depth Integrative Case 2.1a: Euro Disneyland 259
Endnotes 269
In-Depth Integrative Case 2.1b: Disney in Asia 270
Endnotes 274
In-Depth Integrative Case 2.2: Walmart's Global Strategies 276
Endnotes 283

Part Three **International Strategic Management**

8 **Strategy Formulation and Implementation** 288
The World of International Management: Starbucks' Caffeinated Push for Global Growth 288

Strategic Management **290**
The Growing Need for Strategic Management *291*
Benefits of Strategic Planning *291*
Approaches to Formulating and Implementing Strategy *292*
Global and Regional Strategies *295*
The Basic Steps in Formulating Strategy **298**
Environmental Scanning *298*
Internal Resource Analysis *300*
Goal Setting for Strategy Formulation *300*
Strategy Implementation **302**
Location Considerations for Implementation *302*
Combining Country and Firm-Specific Factors in International Strategy *304*
The Role of the Functional Areas in Implementation *305*
Specialized Strategies **307**
Strategies for Emerging Markets *307*
Base of the Pyramid Strategy *308*
Entrepreneurial Strategy and New Ventures *311*
The World of International Management—Revisited **314**
Summary of Key Points **314**
Key Terms **315**
Review and Discussion Questions **315**
Internet Exercise: Infosys' Global Strategy **315**
Endnotes **315**
In the International Spotlight: United Arab Emirates **320**

9 Entry Strategies and Organizational Structures **322**
The World of International Management: Airbnb **322**
Entry Strategies and Ownership Structures **324**
Export/Import *324*
Wholly Owned Subsidiaries *325*
Mergers/Acquisitions *325*
Alliances and Joint Ventures *326*
Licensing *328*
Franchising *329*
The Organization Challenge **329**
Basic Organizational Structures **330**
Initial Division Structure *331*
International Division Structure *332*
Global Structural Arrangements *333*
Transnational Network Structures *337*

Nontraditional Organizational Arrangements 338
Organizational Arrangements from Mergers, Acquisitions, Joint Ventures, and Alliances 338
Organizing for Product Integration 340
Organizational Characteristics of MNCs 341
Formalization 341
Specialization 342
Centralization 343
Putting Organizational Characteristics in Perspective 344
The World of International Management—Revisited 345
Summary of Key Points 345
Key Terms 346
Review and Discussion Questions 346
Internet Exercise: Organizing for Effectiveness 346
Endnotes 346
In the International Spotlight: Saudi Arabia 350

10 Managing Political Risk, Government Relations, and Alliances 352
The World of International Management: Turkey: Risks and Political Uncertainty 352
The Nature and Analysis of Political Risk 354
Macro and Micro Analysis of Political Risk 355
Terrorism and Its Overseas Expansion 359
Analyzing the Expropriation Risk 359
Managing Political Risk and Government Relations 359
Developing a Comprehensive Framework or Quantitative Analysis 360
Techniques for Responding to Political Risk 363
Managing Alliances 367
The Alliance Challenge 368
The Role of Host Governments in Alliances 369
Examples of Challenges and Opportunities in Alliance Management 370
The World of International Management—Revisited 371
Summary of Key Points 371
Key Terms 372
Review and Discussion Questions 372
Internet Exercise: Nokia in China 372
Endnotes 372
In the International Spotlight: Vietnam 376

11 Management Decision and Control 378
The World of International Management: Global Online Retail: Amazon versus Alibaba 378

Decision-Making Process and Challenges 380
Factors Affecting Decision-Making Authority 381
Cultural Differences and Comparative Examples of Decision Making 383
Total Quality Management Decisions 385
Decisions for Attacking the Competition 386
Decision and Control Linkages 386
The Controlling Process 387
Types of Control 389
Approaches to Control 391
Performance Evaluation as a Mechanism of Control 393
Financial Performance 393
Quality Performance 394
Personnel Performance 396
The World of International Management—Revisited 399
Summary of Key Points 399
Key Terms 400
Review and Discussion Questions 400
Internet Exercise: Looking at the Best 400
Endnotes 400
In the International Spotlight: Japan 404
Brief Integrative Case 3.1: Google in China: Protecting Property and Rights 405
Endnotes 409
Brief Integrative Case 3.2: Winning a War Without an Armor: Tesla's Open Innovation Strategy in Emerging Markets 412
Endnotes 416
In-Depth Integrative Case 3.1: How Starbucks Convinced Indians to Embrace Coffee 418
Endnotes 427

Organizational Behavior and Human Resource Management Part Four

12 Motivation across Cultures 432
The World of International Management: Motivating Employees in a Multicultural Context: Insights from Emerging Markets 432
The Nature of Motivation 434
The Universalist Assumption 435
The Assumption of Content and Process 436
The Hierarchy-of-Needs Theory 437
The Maslow Theory 437
International Findings on Maslow's Theory 438

The Two-Factor Theory of Motivation **442**
The Herzberg Theory *442*
International Findings on Herzberg's Theory *443*
Achievement Motivation Theory **446**
The Background of Achievement Motivation Theory *446*
International Findings on Achievement Motivation Theory *447*
Select Process Theories **449**
Equity Theory *449*
Goal-Setting Theory *450*
Expectancy Theory *451*
Motivation Applied: Job Design, Work Centrality, and Rewards **451**
Job Design *451*
Work Centrality *454*
Reward Systems *458*
Incentives and Culture **458**
COVID-19 and the Future of Work **460**
The World of International Management—Revisited **461**
Summary of Key Points **462**
Key Terms **463**
Review and Discussion Questions **463**
Internet Exercise: Motivating Potential Employees **463**
Endnotes **464**
In the International Spotlight: Nigeria **468**

13 Leadership across Cultures **470**
The World of International Management: Global Leadership Development: An Emerging Need **470**
Foundation for Leadership **471**
The Manager-Leader Paradigm *472*
Philosophical Background: Theories X, Y, and Z *473*
Leadership Behaviors and Styles *475*
The Managerial Grid Performance: A Japanese Perspective *477*
Leadership in the International Context **479**
Attitudes of European Managers toward Leadership Practices *479*
Japanese Leadership Approaches *481*
Differences between Japanese and U.S. Leadership Styles *482*
Leadership in China *483*
Leadership in the Middle East *485*
Leadership Approaches in India *485*
Leadership Approaches in Africa *486*
Leadership Approaches in Latin America *486*

Research Findings and Insights about Leadership **487**
Transformational, Charistmatic, and Transactional Leadership *487*
Qualities for Successful Leaders *489*
Culture Clusters and Leader Effectiveness *489*
Leader Behavior, Leader Effectiveness, and Leading Teams *491*
Cross-Cultural Leadership: Insights from the GLOBE Study *492*
Authentic Leadership *495*
Ethical, Responsible, and Servant Leadership *497*
Entrepreneurial Leadership and Mindset *498*
The World of International Management—Revisited **499**
Summary of Key Points **499**
Key Terms **500**
Review and Discussion Questions **500**
Internet Exercise: Taking a Closer Look **501**
Endnotes **501**
In the International Spotlight: Australia **505**

14 Human Resource Selection and Development across Cultures **506**
The World of International Management: The Challenge of Talent Retention in India **506**
The Importance of International Human Resources **509**
Getting the Employee Perspective *509*
Employees as Critical Resources *510*
Investing in International Assignments *510*
Economic Pressures *510*
Sources of Human Resources **511**
Home-Country Nationals *512*
Host-Country Nationals *512*
Third-Country Nationals *513*
Subcontracting and Outsourcing *514*
Selection Criteria for International Assignments **516**
General Criteria *516*
Adaptability to Cultural Change *517*
Physical and Emotional Health *518*
Age, Experience, and Education *518*
Language Training *518*
Motivation for a Foreign Assignment *519*
Spouses and Dependents or Work-Family Issues *519*
Leadership Ability *521*
Other Considerations *521*

International Human Resource Selection Procedures **521**
Testing and Interviewing Procedures *521*
The Adjustment Process *522*
Compensation **523**
Common Elements of Compensation Packages *524*
Tailoring the Package *526*
Individual and Host-Country Viewpoints **527**
Candidate Motivations *527*
Host-Country Desires *528*
Repatriation of Expatriates **529**
Reasons for Returning *529*
Readjustment Problems *530*
Transition Strategies *531*
Training in International Management **532**
The Impact of Overall Management Philosophy on Training *534*
The Impact of Different Learning Styles on Training and Development *534*
Reasons for Training *535*
Types of Training Programs **537**
Standardized versus Tailor-Made *537*
Cultural Assimilators **539**
Choice of Content of the Assimilators *540*
Validation of the Assimilator *540*
Positive Organizational Behavior *540*
Future Trends **541**

The World of International Management—Revisited **543**
Summary of Key Points **543**
Key Terms **544**
Review and Discussion Questions **545**
Internet Exercise: Coke Goes Worldwide **545**
Endnotes **545**
In the International Spotlight: Brazil **551**
Brief Integrative Case 4.1: IKEA's Global Renovations **552**
Endnotes **558**
In-Depth Integrative Case 4.1: Chiquita's Global Turnaround **560**
Endnotes **567**

Skill-Building and Experiential Exercises **569**

Personal Skill-Building Exercises **569**
1. The Culture Quiz **570**
2. "When in Bogotá . . ." **574**

3. The International Cola Alliances 577
4. Whom to Hire? 580

In-Class Simulations (available in Connect, connect.mheducation.com)

1. "Frankenfoods" or Rice Bowl for the World: The U.S.-EU Dispute over Trade in Genetically Modified Organisms
2. Cross-Cultural Conflicts in the Corning-Vitro Joint Venture

Glossary 583
Name and Organization Index 589
Subject Index 606