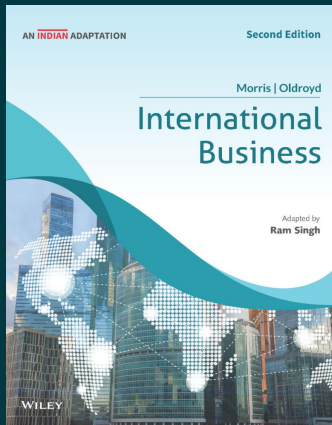




International Business, 2ed (An Indian Adaptation)

By Shad Morris, James Oldroyd, Ram Singh

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Description

This book on International Business focuses on issues of globalization demonstrating how it has helped nations and societies to transform their political and economic systems as well as how nations can further reorient their systems to specific national, industrial, and societal needs. It further demonstrates how companies can enter international markets, manage the marketing, financial, HR, and supply-chain operations of a business enterprise in diverse global markets, and expand and diversify in vast global markets with right business strategies for wealth maximization as well as ensuring sustainability.

About the Author

Shad Morris, James Oldroyd, Ram Singh

Shad Morris is the Georgia White Fellow and Associate Professor of International Business at the Marriott School of Business, Brigham Young University. He has been a visiting professor at the Indian School of Business, China Europe International Business School, and the Copenhagen Business School. He has been a Fulbright Scholar and is a Research Fellow at Cambridge University. In addition, Professor Morris conducts research and consults in many emerging markets within Asia, Latin America

Table of Contents

- 1 Globalization and India's Business Landscape
 - 1.1 What Is Globalization?
 - 1.2 The Flat World, Round World Globalization Debate
 - 1.3 Uncertain Global Business Landscape and Re-globalization Debate
 - 1.4 Governing Globalization
 - 1.5 Managing Globalization
- 2 Appraising International Business
 - 2.1 Why International Business?
 - 2.2 External Environment
 - 2.3 Internal Environment
- 3 Political Systems
 - 3.1 The Political Spectrum
 - 3.2 Political Risks
 - 3.3 Measures of Political Freedom

3.4 Government's Involvement in Business

4 The Legal Environment

4.1 Differing Legal Systems

4.2 Common Legal Issues for International Business

4.3 Illegal versus Unethical Conduct

4.4 Important International Laws

5 Economic Systems

5.1 Understanding Economic Systems

5.2 Measuring Output

5.3 Governmental Economic Controls

5.4 Currency Fluctuation and Concentration Effects

6 Currency and Foreign

6.1 What Is Money?

6.2 Understanding Exchange Rates

6.3 The Consequences of Under- or Overvalued

6.4 Understanding and Managing Exchange Rate Risk

7 Culture

7.1 Culture

7.2 What Does Culture Mean for Business?

7.3 Managing Cultural Differences

7.4 Building Cultural Intelligence

8 Trade

8.1 Theories of Trade

8.2 Trade Imbalances and Their Consequences

8.3 Patterns of Trade: Increased Regionalization

8.4 Government Policies Directed at Trade

9 Balance of Payments

9.1 Balance of Payments—an Economic Barometer

9.2 Components of the Balance of Payments

9.3 Usefulness of the Balance of Payments

9.4 Equilibrium and Disequilibrium in the Balance of Payments

9.5 Adjustments in the Balance of Payments

10 Trade Organizations in India

10.1 Evolution of Trade Bodies in India

10.2 Regulatory Bodies for International Trade

10.3 Trade Promotion Bodies

10.4 Trade Facilitation Bodies

11 Technological Change and Infrastructure

- 11.1 Technology as Physical Infrastructure
- 11.2 Technology of Information Infrastructure
- 11.3 Technology of Human Infrastructure
- 11.4 Technology Trends in International Business
- 12 Global Innovation and Intellectual Property
 - 12.1 Innovation as a Tool for Global Growth
 - 12.2 Investing in Innovation
 - 12.3 Driving a Culture of Innovation
 - 12.4 Protecting Intellectual Property
- 13 Country Selection and Entry Modes
 - 13.1 Deciding which Foreign Markets to Enter
 - 13.2 Entry Modes
 - 13.3 Make, Ally, or Buy
- 14 International Strategy
 - 14.1 What Is Strategy?
 - 14.2 Becoming Locally Responsive
 - 14.3 Achieving Global Integration
 - 14.4 Choosing an International Strategy
- 15 International Organizational Structures
 - 15.1 Types of Organizational Structures
 - 15.2 Informal Organizational Controls
 - 15.3 Reducing the Need for Coordination among Subsidiaries: Virtual Organizations, Standards, and Modularity
 - 15.4 Horizontal Subsidiary Coordination
- 16 Global Leadership
 - 16.1 What Is Global Leadership?
 - 16.2 Global Leadership Competencies
 - 16.3 Building Global Leadership Competencies in Others
 - 16.4 Building Global Leadership Competencies in Yourself
- 17 Global Marketing
 - 17.1 Global Market Segmentation
 - 17.2 Standardization versus Differentiation in International Marketing
 - 17.3 Global Branding
 - 17.4 Global Pricing and Distribution
- 18 Global Operations and Supply-Chain Management
 - 18.1 Global Procurement
 - 18.2 Global Production
 - 18.3 Global Supply Chains
 - 18.4 Using Data Analytics to Improve Supply Chains

19 Global Human Resource Management
19.1 The Global HR Wheel
19.2 Human Capital in the Global Context
19.3 Meeting Strategic Objectives through Human Capital
19.4 Tasks of the Global HR Function
20 Global Finance and Accounting
20.1 Financing International Trade and Investment
20.2 Capital Budgeting for Multinational Companies
20.3 International Accounting Standards
20.4 Global Tax Matters
21 Sustainability
21.1 What Is Sustainability?
21.2 Fighting Short-Termism
21.3 Collaborating for Sustainability
21.4 Sustainability and Innovation
22 Poverty
22.1 Causes and Consequences of Global Poverty
22.2 Traditional Responses to Poverty
22.3 A Business Response to Poverty
22.4 Doing Well and Doing Good
Summary
Critical Thinking Questions
Case Study: Solving Poverty in China
Endnotes
Glossary
Index

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