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the classic reference work that provides annually updated information on the countries of the world

why u s corporate governance regulation has lost its way and what must be done to improve it modern history persuasively demonstrates the inexorable link that binds comprehensive regulation to the global economy this important book rather than simply recount a litany of corporate governance failures persuasively explains why despite policymakers best intentions regulation has failed in the modern era an objective study intended for a diverse readership corporate governance regulation unveils the underlying root causes of regulatory failure the result a compelling and original analysis broadly suited for a global audience of all backgrounds written by published subject area experts the authors carefully delineate how u s corporate governance regulation beginning with sarbanes oxley lacks an adequate rational basis as may be attributed to a non existent policy dialogue the witnessed result a conspicuous lack of regulatory efficacy enormous costs coupled with paltry benefits the focus is upon reigniting a stalled non productive policy dialogue by eschewing stale overly polemicized arguments as needed to develop a common ground drawing from an eclectic analytic framework governance experts nicholas vakkur and zulma herrera offer both the professional and global citizen alike a multi dimensional understanding of issues critical to global economic health nuanced and persuasively argued corporate governance regulation represents a formidable catalyst in the elusive ongoing quest for global economic stability

international business is undergoing continuous transformation as multinational firms and comparative management evolve in the changing global economy to succeed in this challenging environment firms need a well developed capability for sound strategic decisions this comprehensive work provides an applied and integrated strategic framework for developing capabilities that lead to global success it is designed to help readers achieve three essential objectives first it provides intellectual and practical guidelines for readers to execute goals and strategies that lead to meaningful and productive results the book is packed with frameworks cases anchoring exercises techniques and tools to help readers emerge with a completed business plan after the last chapter second it focuses on

strategy and how firms build competitive presence and advantages in a global context a primary learning objective is to enable readers to understand and evaluate the major issues in strategy formulation and implementation in a global context third it provides an accessible framework that will help guide readers in making strategic decisions that are sound and effective it offers a unifying process that delineates the necessary steps in analyzing the readiness of a firm to do business abroad in addition to core issues each chapter presents frameworks analytical tools action oriented items and a real world case all designed to provide insights on the challenges imposed by globalization and technology on managers operating in a global context

fundamentals of international business is an introductory international business text for use at the undergraduate level its comprehensive coverage of the subject also makes it appropriate for use in mba programs the book s content is streamlined when compared to the array of international business texts now available but sufficiently rigorous and demanding to satisfy the professional integrity of the instructor this text presents a balanced coverage of the subject matter analyzing decision making in the context of their corporate conditions

each chapter is filled with examples that provide context for the theories and concepts being discussed

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