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The Global Environment of Business: New Paradigms for International Management

David W. Conklin

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This text provides upper-level undergraduate students with an international managerial perspective that concisely integrates both market (i.e., industry structure) and nonmarket (i.e., political forces) analysis. Conklin teaches students how to understand the impact of environmental forces on the firm's profitability, how to prioritize both risks and opportunities, how to analyze the relationships among them, and how to recommend firm responses to them to maximize MNE profitability.

Key Features

- Environmental forces and their interrelationships are clearly organized and analyzed under four broad themes: **social, technological, economic, and political forces.**
- **Each issue is clearly correlated to real management decision-making** in chapter introductions, which discuss the strategies and management practices required to respond effectively to various environmental forces.
- **Students learn to assess the changes in environmental forces over time** and to ascertain the relative attractiveness of various nations as alternative sites for conducting business.
- **Chapter-opening lists of critical skills and capabilities** provide a focus and guide for the material in the chapter, relating theories to practical applications.
- **Chapter-ending case excerpts with discussion questions** provide illustrative real-world situations related to issues presented in that chapter and challenge students to come up with their own recommended solutions.

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