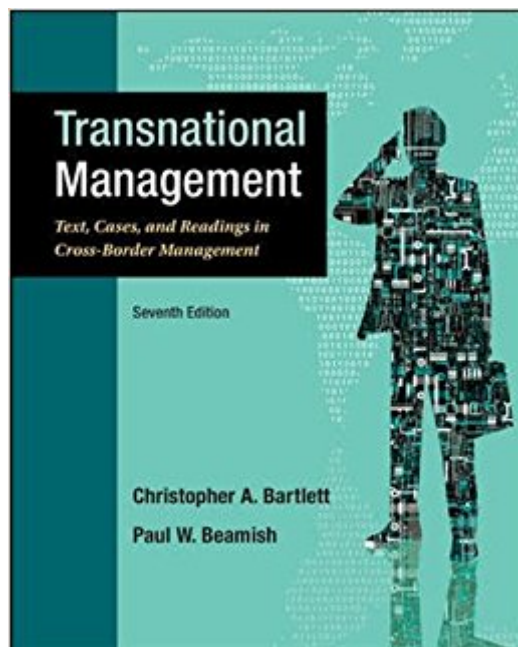


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# Transnational Management: Text, Cases & Readings In Cross-Border Management (Asia Higher Education Business & Economics Management And Organization)



## Synopsis

Transnational Management focuses on the management challenges associated with developing strategies and managing the operations of companies whose activities stretch across national boundaries. The purpose of this book is to provide a conceptual framework showing the interplay between the multinational corporation, the countries in which it does business, and the competitive environment in which it operates. Through text narrative, cases, and readings, the authors skillfully examine the development of strategy, organizational capabilities, and management challenges for operating in the global economy.

## Book Information

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## Customer Reviews

Christopher A. Bartlett is the Thomas D. Casserly, Jr., Professor Emeritus of Business Administration at Harvard Graduate School of Business Administration. He received an economics degree from the University of Queensland, Australia, and both masters and doctorate degrees in business administration from Harvard University. Prior to his academic career, he was a marketing manager with Alcoa in Australia, a management consultant in McKinsey and Company's London office, and country general manager of Baxter Laboratories' subsidiary company in France. He joined the faculty of Harvard Business School in 1979, and over the following 30 years his interests focused on strategic and organizational challenges confronting managers in multinational corporations and on the process of managing transformational change. While at HBS, he served as faculty chair of the International Senior Management Program, area head of the School's General

Management Unit, faculty chairman of the Program for Global Leadership, and as chair of the Humanitarian Leadership Program. He is the author or co-author of nine books, including *Managing Across Borders: The Transnational Solution* (coauthored with Sumantra Ghoshal), named by Financial Times as one of the 50 most influential business books of the century. *The Individualized Corporation*, his subsequent major research book with Ghoshal, was the winner of the Igor Ansoff Award for the best new work in strategic management and was named one of the Best Business Books for the Millennium by Strategy+Business magazine. Both books have been translated into over 10 foreign languages. His articles have appeared in journals such as Harvard Business Review, Sloan Management Review, Strategic Management Journal, Academy of Management Review, and Journal of International Business Studies. He has also researched and written over 100 case studies and teaching notes, and their sales of over 3 1/2 million copies make him the best-selling case author ever. He has been elected by his colleagues as a fellow of the Academy of Management, the Academy of International Business, the Strategic Management Society, and the World Economic Forum.

Paul W. Beamish is the Donald Triggs Canada Research Chair in International Business at the Ivey Business School, University of Western Ontario. He is the author or coauthor of numerous books, articles, contributed chapters, and teaching cases. His articles have appeared in Academy of Management Review, Academy of Management Journal, Strategic Management Journal, Journal of International Business Studies (JIBS), Organization Science, and elsewhere. He has received best research awards from the Academy of Management and the Academy of International Business (AIB). In 1997 and 2003, he was recognized in the Journal of International Management as one of the top three contributors worldwide to the international strategic management literature in the previous decade. He served as Editor-in-Chief of JIBS from 1993 to 1997. He worked for Procter & Gamble and Wilfrid Laurier University before joining Ivey's faculty in 1987. He has supervised 25 doctoral dissertations, many involving international joint ventures and alliances. His consulting, management training, and joint venture facilitation activities have been in both the public and private sector. At Ivey, he has taught in a variety of school programs, including the Executive MBA offered at its campus in Hong Kong. From 1999 to 2004, he served as Associate Dean of Research. He currently serves as Director of Ivey Publishing, the distributor of Ivey's collection of over 2,400 current cases; Ivey's Asian Management Institute (AMI); and the cross-enterprise center, Engaging Emerging Markets. He is a Fellow of the Academy of International Business, Royal Society of Canada, and Asia Pacific Foundation of Canada.

I thought this text book was not put together well. All the chapters and case studies were not appealing to read or write about. If you have this book for your class GOOD LUCK its supper boring!

I was very impressed with how this book was put together. Each chapter and the subsequent case study and additional readings were right on target and clearly presented each new concept and followed it up with examples of companies who have deployed the business approach discussed. I can see why this book is in its 7th edition. The authors have placed a great amount of importance and effort in writing insightful case studies that are well researched and well written. After studying this book, the reader will have a much better understanding of how global business is conducted and how to evaluate successful management approaches. For instance, after reading the successful management approaches of global Proctor & Gamble, I have much greater confidence that the new head of the Veterans Administration will be able to reorganize and lead that organization out of the mess that the previous leadership engendered. The P&G story was impressive as are all of the case studies. Extremely informative.

A very good book for anyone interested in learning more about global strategy. However, I would not suggest it being used as a textbook for a global strategy course. Each chapter consists of 2-4 case studies, mostly Harvard Business School case studies, and articles, taken mostly from HBR. While the case studies and articles are all very good, no professor will want to use so many case studies in a single course. The professor can select the case studies and articles of interest from their original source for his/her syllabus.

Transnational Management Text, Cases and Readings in Cross-Border Management – This was a required reading for my MBA leadership course and I absolutely loved it. This textbook gave great examples and case studies to review. I highly recommend!

I like the content of the book, but I dislike the author's choice of words. I believe there is definitely away for grad students like me to learn about Transnational Management without having to spend extra time figuring out the meaning of words or what was being said. By the way, I really like the case studies available in the book.

Excellent cases of International business and corporations - the readings and concepts are practical and gives you analytical framework of international / global / transnational organizations and the

way they do business. I originally rented it but worth considering a purchase to keep good references of real-world experiences.

This is a very good book on the subject. I read it as part of my MBA course, Global Management Strategy. I loved the cases. Now that I have graduated I want to read some of the material again.

Great text for my grad school strategy class, or anyone who has to do biz on an international leadership level.

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