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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.

Human Centered Management in Executive Education provides a comprehensive insight on innovation in Executive Education with a unique global scope. The book integrates studies and experiences of 32 distinguished scholars from 15 countries who are working in the development of theories and practices to advance the human centered management paradigm, sustainability-based quality standards and continuous improvement in education. The discussion presents a well-balanced outlook that combines and contrasts research and programs from 16 developed and 16 developing countries, and the visions of 10 female and 22 male authors from North America, South America, Europe, Asia, the Middle East and Africa.

This volume brings together important new research in decision science, capturing the crucial role of local context in a globalized, standardized world. Assembling the best work presented at the 2013 Conference of the European Decision Sciences Institute, it considers classic decision science problems from a new perspective, offering insights for improving decision-making in government, business, healthcare, education, manufacturing, the military, and beyond. The papers in Common Disciplines that Separate Us embrace the duality of globally determined local contexts, offering new approaches to decision-making related to: Strengthening national economic competitiveness Reforming the public sector and higher education Deploying information technology more effectively throughout government Making healthcare policy that achieves better outcomes at lower cost Analyzing social networks Improving processes via data visualization, modeling, and simulation Gaining more value from enterprise business intelligence Offshoring, nearshoring, "right shoring," and other key manufacturing decisions Improving supply chain performance And much more The papers collected here will be valuable to wide audiences of faculty, researchers, and students in diverse programs covering business, public administration, and economics; and for others interested in the frontiers of decision science.

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Introduction to Public Relations: Strategic, Digital, and Socially Responsible Communication presents a comprehensive introduction to the field of public relations (PR) with a focus on new media and social responsibility. Recognizing that the shifts in technology, business, and culture require a fresh approach, authors Janis Teruggi Page and Lawrence J. Parnell show students how today's PR professionals create persuasive messages with modern technologies while working in line with the industry's foundations. The authors balance this approach with a focus on understanding communication theory, history, process, and practice, and how all these concepts can be applied to strategic PR planning. The Second Edition features new and refreshed content throughout, including cases, chapter-opening scenarios, and profiles of both young and senior practitioners with tips and career guidance for student success. Included with this title: The password-protected Instructor Resource Site (formally known as SAGE Edge) offers access to all text-specific resources, including a test bank and editable, chapter-specific PowerPoint® slides. Learn more.

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