

# International Management

Ninth Edition

**Fred Luthans**

University of Nebraska-Lincoln

**Jonathan P. Doh**

Villanova University

0 0  
/ \  
V

Mc  
Graw  
Hill  
Education

# **Brief Contents**

T

## **Environmental Foundation**

## **Part One**

1	Globalization and International Linkages	2
2	The Political, Legal, and Technological Environment	36
3	Ethics, Social Responsibility, and Sustainability	62
	Brief Integrative Case 1.1: Advertising or Free Speech? The Case of Nike and Human Rights	87
	Brief Integrative Case 1.2: Danskø Puts Its Right Foot Forward	89
	In-Depth Integrative Case 1.1: Student Advocacy and "Sweatshop" Labor: The Case of Russell Athletic	92
	In-Depth Integrative Case 1.2: Pharmaceutical Companies, Intellectual Property, and the Global AIDS Epidemic	97

## **The Role of Culture**

## **Part Two**

4	The Meanings and Dimensions of Culture	110
5	Managing Across Cultures	146
6	Organizational Cultures and Diversity	174
7	Cross-Cultural Communication and Negotiation	200
	Brief Integrative Case 2.1: Coca-Cola in India	238
	Brief Integrative Case 2.2: Danone's Wrangle with Wahaha	244
	In-Depth Integrative Case 2.1a: Euro Disneyland	250
	In-Depth Integrative Case 2.1b: Beyond Tokyo: Disney's Expansion in Asia	260
	In-Depth Integrative Case 2.2: Walmart's Global Strategies	264

## **International Strategic Management**

## **Part Three**

8	Strategy Formulation and Implementation	274
9	Entry Strategies and Organizational Structures	306
10	Managing Political Risk, Government Relations, and Alliances	342
11	Management Decision and Control	366
	Brief Integrative Case 3.1: Google in China: Protecting Property and Rights	392

Brief Integrative Case 3.2: Can Sony Regain Its Innovative Edge? The OLED Project	397
In-Depth Integrative Case 3.1: Tata "Nano": The People's Car	402
In-Depth Integrative Case 3.2: The Ascendance of AirAsia: Building a Successful Budget Airline in Asia	411

## **Part Four**

### **Organizational Behavior and Human Resource Management**

12 Motivation Across Cultures	422
13 Leadership Across Cultures	454
14 Human Resource Selection and Development Across Cultures	492
Brief Integrative Case 4.1: IKEA's Global Renovations	537
In-Depth Integrative Case 4.1: HSBC in China	544
In-Depth Integrative Case 4.2: Chiquita's Global Turnaround	560

### **Skill-Building and Experiential Exercises**

References	587
Endnotes	591
Glossary	631
Indexes	637