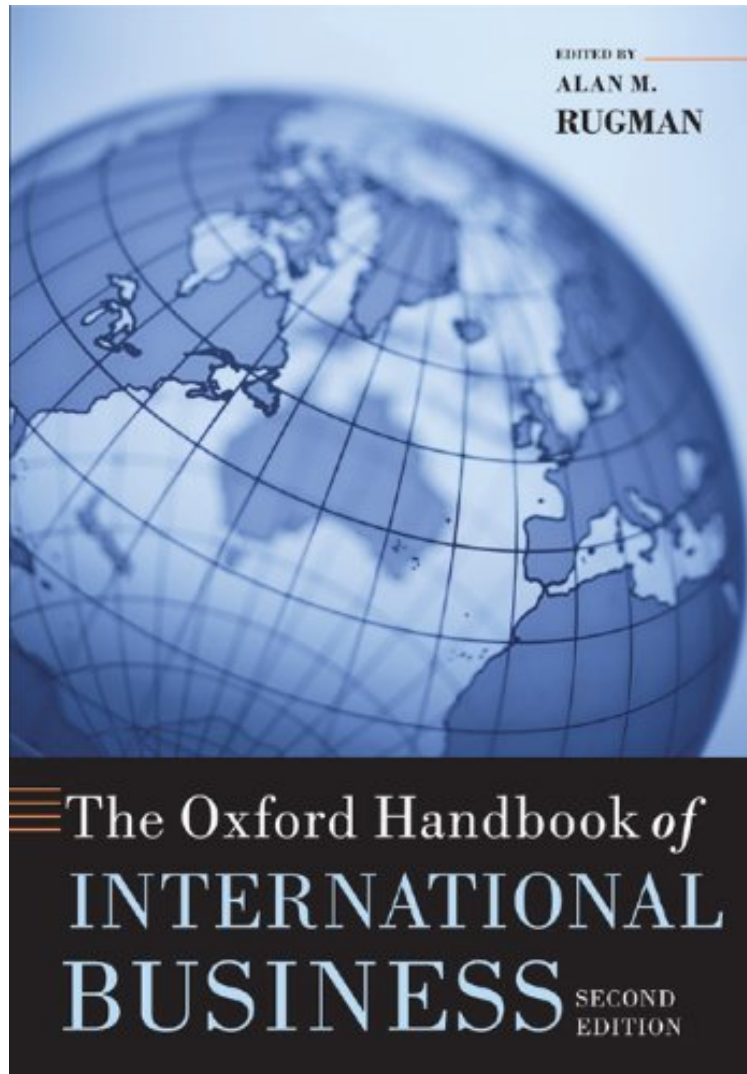


(Ebook pdf) The Oxford Handbook of International Business (Oxford Handbooks)

The Oxford Handbook of International Business (Oxford Handbooks)

Alan M. Rugman

**Download PDF | ePub | DOC | audiobook | ebooks*



DOWNLOAD



READ ONLINE

#246782 in eBooks 2010-08-26 2010-08-26 File Name: B0064A4YHU | File size: 71.Mb

Alan M. Rugman : The Oxford Handbook of International Business (Oxford Handbooks) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Oxford Handbook of International Business (Oxford Handbooks):

As globalization explodes, so has international business scholarship. This second edition of the Oxford Handbook of International Business synthesises all the relevant literature of the last 40 years in 28 original chapters by the world's

most distinguished scholars. Reflecting the changes and development in the field since the first edition this new edition has a changed structure, all the chapters have been updated to take account of the latest scholarship, and five new chapters freshly written. The Handbook is divided into six major sections, providing comprehensive coverage of the following areas: History and Theory of the Multinational Enterprise; The Political and Regulatory Environment; Strategy and International Management; Managing the MNE; Area Studies; Methodological Issues. These state of the art literature reviews will be invaluable references for students in business schools, social sciences, law, and area studies.

"Twenty-eight original chapters from the world's most distinguished IB scholars are united as a whole, reflecting both the present structure of the field and the major intellectual issues involved."--Business Horizons
About the Author
Alan M. Rugman is Thames Water Professor in Strategic Management, Templeton College, University of Oxford. Previous positions have included Professor of International Business at Delhousie University (1980-87) and Professor of International Business at the University of Toronto (1987-98). Thomas L. Brewer is Associate Professor and Editor of JIBS at the McDonough School of Business, Georgetown University.