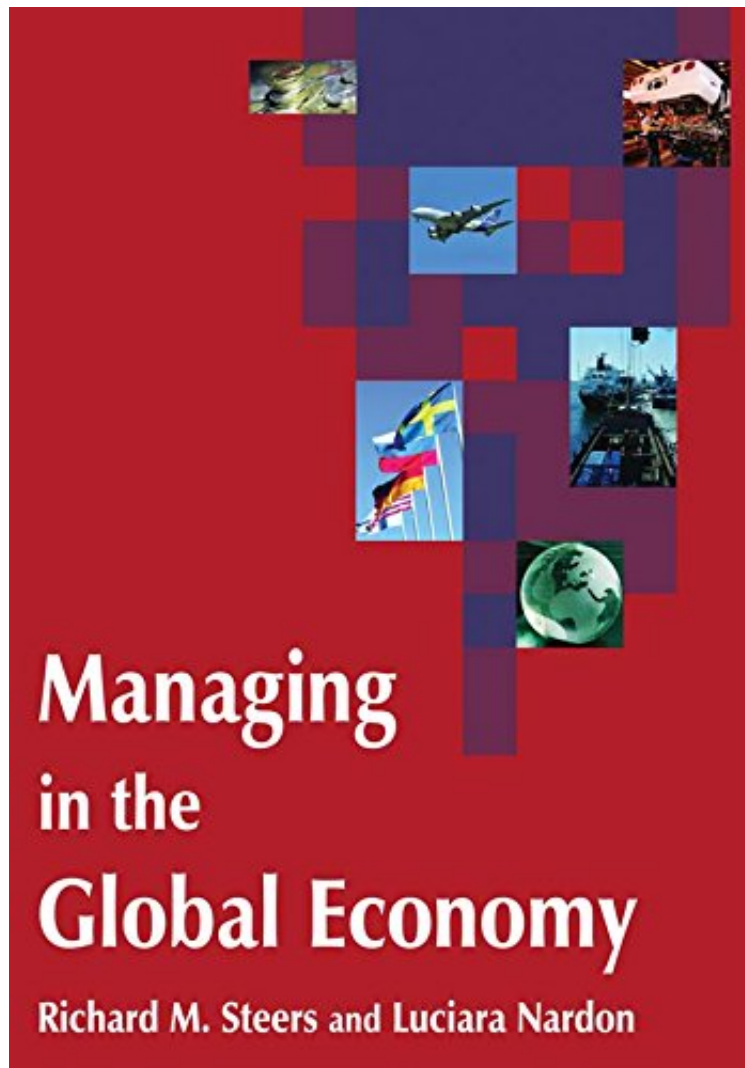


# Managing in the Global Economy

*Richard M. Steers, Luciara Nardon*  
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**Richard M. Steers, Luciara Nardon : Managing in the Global Economy** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Managing in the Global Economy:

0 of 0 people found the following review helpful. Hard Cover PleaseBy Haley St DennisWould be preferable in hard cover considering it is a college text book and will most likely be read and re-read. A hard cover would make note taking and highlighting significantly easier.

This definitive text will bring a new level of professionalism to courses in International Management. Truly global in focus, it is a comprehensive primer on the challenges and prospects of international management, with a particular emphasis on developing global managers who are skilled in economics, strategy, and general management. In

addition, the authors help readers develop an in-depth understanding of the role of cultural differences in managerial effectiveness. The text is divided into three parts: the emerging global economy; culture, organization, and strategy; and managing global operations. Management topics include: organizing for international business, global business strategy, building strategic alliances, international negotiations, global staffing, managing a competitive workforce, TQM and employee involvement, and managing multicultural teams. Throughout the text, the authors integrate current conceptual materials on global management with in-depth country analyses and real-world business examples. Each chapter begins with an opening case vignette (from countries around the world) and concludes with a list of key terms and in-depth exercises (Global Manager's Workbook). The text also provides country ratings for 50 countries on economic activity, political risk, and cultural differences, as well as a 35 item instrument for students to measure their own cultural awareness