

Preface

International management today operates within a landscape shaped by globalization, technological disruption, cultural complexity, and rising expectations for ethical responsibility. This text, *International Management: Strategies for Success in a Global Environment*, is designed to prepare students and practitioners to navigate these dynamics with both analytical precision and practical insight. It integrates core business disciplines with cross-cultural understanding, strategic decision-making, and ethical leadership, offering a comprehensive framework for managing across borders. The text is particularly appropriate for students in management, marketing, finance, economics, and related fields seeking to develop a global perspective.

What distinguishes this text is its integration of three central frameworks that reflect contemporary global business realities. First, globalization is examined not simply as economic integration, but as a multidimensional process shaped by political systems, environmental pressures, and evolving supply chains. Second, corporate social responsibility is positioned as a strategic imperative, emphasizing sustainability, ethical governance, and accountability in global operations. Third, identity-based leadership is introduced as a critical lens for understanding how leaders construct shared meaning, build trust, and mobilize diverse teams across cultural contexts.

The text is organized to guide readers through the progression of international management practice:

- Foundations of Global Business, introducing globalization, PEST analysis, and the international environment
- Cultural and Institutional Contexts, examining cross-cultural frameworks, communication, and organizational behavior
- Strategy and Market Entry, addressing competitive positioning and global expansion decisions
- International Operations and Human Resource Management, focusing on global workforce strategy, expatriate management, and organizational systems
- Ethics, Sustainability, and Leadership, integrating CSR, ESG, and identity-based leadership into global decision-making

Throughout the text, global case material highlights both established and emerging markets, with attention to Africa, Europe, Asia, and the Americas. These cases emphasize real-world challenges such as supply chain disruption, cultural negotiation, inequality, and environmental sustainability.

This Edition

This edition reflects the continued evolution of international business in a post-pandemic environment shaped by digital acceleration, geopolitical uncertainty, and shifting organizational models. Expanded content examines how artificial intelligence, remote and hybrid work structures, and digital platforms are redefining international strategy, coordination, and competitive advantage. Greater attention is also given to sustainability, with enhanced discussion of environmental challenges, ethical sourcing practices, and multinational corporations' responsibility to address global inequality.

A central enhancement in this edition is the integration of identity-based leadership as a framework for understanding how leaders construct shared meaning, foster inclusion, and guide diverse teams across cultural contexts. This perspective is supported by contemporary research and applied throughout the text to strengthen the connection between leadership theory and global practice. Each chapter features up-to-date, modern cases and applied scenarios, ensuring that theoretical concepts are consistently linked to real-world developments in international business.

Online and Print Options

This text is available in multiple versions: online, in PDF, and in print as either a paperback or loose-leaf text. The content of each version is identical.

The most affordable version is the online book, with upgrade options that include the online version bundled with a print version. What's nice about the print version is that it offers you the freedom of being unplugged—away from your computer. The people at Academic Media Solutions recognize that it's difficult to read from a screen at length and that most of us read much faster from a piece of paper. The print options are particularly useful when you have extended print passages to read.

The online edition allows you to take full advantage of embedded digital features, including search and notes. Use the search feature to locate and jump to discussions anywhere in the book. Use the notes feature to add personal comments or annotations. You can move out of the book to follow web links. You can navigate within and between chapters using a clickable table of contents. These features allow you to work at your own pace and in your own style as you read and surf your way through the material. (See “Harnessing the Online Version” for more tips on working with the online version.)

Harnessing the Online Version

The online version of *International Management: Strategies for Success in a Global Environment* offers the following features to facilitate learning and make using the book an easy, enjoyable experience:

- **Easy-to-navigate/clickable table of contents**—You can surf through the book quickly by clicking on chapter headings or first- or second-level section headings, and the Table of Contents can be accessed from anywhere in the book.
- **Key terms search**—Type in a term, and a search engine will return every instance of that term in the book; then jump directly to the selection of your choice with one click.
- **Notes and highlighting**—The online version includes study apps such as notes and highlighting. Each of these apps can be found in the tools icon embedded in the Academic Media Solutions/Textbook Media's online eBook reading platform (<http://www.academicmediasolutions.com>).
- **Upgrades**—The online version includes the ability to purchase additional study apps and functionality that enhance the learning experience.

Instructor Supplements

In addition to its student-friendly features and pedagogy, the variety of student formats available, and the uniquely affordable pricing options that are designed to provide students with flexibility that fits any budget and/or learning style, *International Management: Strategies for Success in a Global Environment* comes with the following teaching and learning aids:

- **Test Item File**—An extensive set of multiple-choice, short-answer, and essay questions for every chapter for creating original quizzes and exams.

- ***Instructor's Manual***—An enhanced version of the book offering assistance in preparing lectures, identifying learning objectives, developing essay exams and assignments, and constructing course syllabi.
- ***PowerPoint Presentations***—Key points in each chapter are illustrated in a set of PowerPoint files designed to assist with instruction.
- ***Online Video Labs with Student Worksheets***—A collection of high-quality, dynamic, and sometimes humorous video segments (contemporary and classic) produced by a variety of media, academic, and entertainment sources, accessed via the web. Organized by chapter, the video segments illustrate key topics/issues discussed in the chapters. Each video segment is accompanied by a student worksheet that consists of a series of discussion questions that helps students connect the themes presented in the video segment with key topics discussed in the specific chapter.

Student Supplements and Upgrades (Additional Purchase Required)

- ***Lecture Guide***—This printable lecture guide is designed for student use and is available as an in-class resource or study tool. Note: Instructors can request the PowerPoint version of these slides to use as developed or to customize.

Acknowledgments

I am deeply grateful to my colleagues who generously shared their time, insights, and expertise throughout the development of this text. Their willingness to engage in thoughtful discussion and provide feedback strengthened both the clarity and depth of this work.

I also extend my sincere appreciation to the talented professionals at Putman Productions and Academic Media Solutions, whose guidance, patience, and technical support were instrumental in bringing this project to completion. Their collaboration made what would have been a significant undertaking both manageable and rewarding.