



# Strategic International Management: Text and Cases

By *Dirk Morschett, Hanna Schramm-Klein, Joachim Zentes*

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**Strategic International Management: Text and Cases** By *Dirk Morschett, Hanna Schramm-Klein, Joachim Zentes*

“Strategic International Management” takes a global perspective and covers the major aspects of international business strategies, the coordination of international companies and the particularities of international value chain activities and management functions. The book provides a thorough understanding of how Production & Sourcing, Research & Development, Marketing, Human Resource Management and Controlling have to be designed in an international company and what models are available to understand those activities in an international context.

The book offers 20 lessons that provide a comprehensive overview of all key issues. Each lesson is accompanied by a case study from an international company to facilitate the understanding of all important factors involved in strategic international management.

In this second edition, all chapters have been updated, all case studies revised and recent data were integrated. The concept, though, remained unchanged.

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## **Editorial Review**

### **From the Back Cover**

“Strategic International Management” takes a global perspective and covers the major aspects of international business strategies. It introduces the complexity of international business based on the perspective of Multinational Corporations as inter-organisational and intra-organisational networks. The authors highlight the role of the external environment, discuss the major coordination mechanisms and organisational structures and examine various foreign operation modes. The book describes the particularities of international value chain activities and management functions and offers a thorough understanding of how Production & Sourcing, Research & Development, Marketing, Human Resource Management and Controlling have to be designed in an international company and what models are available to understand those activities in an international context.

In 20 lessons, a comprehensive overview of all key issues is given. Each lesson is accompanied by a case study from an international company to facilitate the understanding of all important factors involved in strategic international management.

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### **Contents**

Introduction to Strategic International Management

The External Environment

International Coordination

Foreign Operation Modes

Selected Value Chain Activities

Selected International Business Functions

### **Target Groups**

Advanced undergraduate students and graduate students majoring in international management or general management

Practitioners who wish to obtain compact and practice-oriented information on current concepts

### **About the Authors**

Dirk Morschett is Professor of International Management at the University of Fribourg, Switzerland.

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Joachim Zentes is Professor of Management and Marketing at the Saarland Univ

### **About the Author**

Dirk Morschett is Professor of International Management at the University of Fribourg, Switzerland. He holds the Liebherr/Richemont Endowed Chair of International Management and is responsible for the Master of Arts in European Business. He is Director of the Centre for European Studies at the University of Fribourg and visiting lecturer in several Master and MBA programmes at universities in Switzerland and abroad.

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