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Mike Peng is the Jindal Chair of Global Business Strategy at the Jindal School of Management, University of Texas at Dallas. A National Science Foundation (NSF) CAREER Award winner, Professor Peng is a fellow with the Academy of International Business and listed among Thomson Reuters' The World's Most Influential Scientific Minds.

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Mike Peng and Klaus Meyer have direct, first-hand, experience of researching and teaching in Europe, Asia and North America. This combined experience makes them uniquely qualified to write this textbook, which offers a comprehensive and accessible introduction to international business that starts from Europe but ultimately encompasses the globe. The text's comprehensive coverage is accessibly arranged around one central question and two core perspectives. The central question is a what determines the success and failure of firms around the globe? Institutional and resource-based perspectives are utilised to answer this question. Throughout the text the very latest scholarly research is used to facilitate successful learning of the key concepts, in order to engage students with the historical context and recent global developments. International Business has been shortlisted for the 2011/12 CMI Management Book of the Year award in the ebook category. More information about the CMI and the competition can be found here <http://yearbook.managers.org.uk/index5.htm>.

The limited number of global or international strategy textbooks almost exclusively focuses on how to manage larger, multinational enterprises (MNEs), which primarily come from and compete in developed economies. While MNEs are important, such a focus ignores the fact (1) that many smaller, entrepreneurial firms have also aggressively internationalized recently and (2) that MNEs often have to compete in emerging economies, which increasingly nurture strong local competitors. Most 'mainstream' strategic management textbooks, while seeming to address the hot theme of globalization, contain only one chapter on 'international strategy.' Finally, most international business textbooks do have a section (containing several chapters) on international strategy. However, they always carry a wider coverage of major business functions such as marketing, operations, finance, and accounting, making them unwieldy. GLOBAL STRATEGY is written to offer a number of new perspectives. These include (1) a broadened definition of 'global strategy,' (2) a comprehensive and innovative coverage, (3) an in-depth and consistent explanation of cutting-edge research, and (4) an interesting and accessible way to engage students. In this book, 'global strategy' is defined not as MNE strategy only, but as 'strategy around the globe.' Most global strategy and international business textbooks take the perspective of the foreign entrant, typically the MNE, often dealing with issues such as how to enter foreign markets. Important as these issues are, they only cover one side of international business, namely, the foreign side. The other side, naturally, is how domestic firms compete against each other and against foreign entrants. Failing to understand the 'other side,' at best, captures only one side of the coin.

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Acting in a socially-responsible manner has become a crucial success factor for many international firms due to the highly complex, competitive, and volatile global environment in which they operate. This book will contribute new ideas, contemporary knowledge, and original research to the area of socially-responsible international business, and offers challenging directions for future research. Topic covered range from global environmental influences on acting in a socially-responsible way; foreign buyer reactions to responsible business and international market targeting to development of socially-responsible international business strategies.

In this third edition of a popular textbook on business ethics, Alec Hill carefully explores the foundational Christian concepts of holiness, justice, and love, showing how some common responses to business ethics fall short of a fully Christian mindset. Updated throughout, this edition includes a new chapter on international business and uses penetrating case studies to clothe principles in concrete business situations.

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