



# International Management: Strategic Opportunities and Cultural Challenges

By Paul D. Sweeney, Dean B. McFarlin

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As the economies of many countries become more interrelated, international managers are facing huge challenges and unique opportunities associated with their roles. Now in its fifth edition, Sweeney and McFarlin's *International Management* embodies a balanced and integrated approach to the subject, emphasizing the strategic opportunities available to firms on a global playing field, as well as exploring the challenges of managing an international workforce.

Integrating theory and practice across all chapter topics, this book helps students to learn, grasp, and apply the underlying principles of successful international management:

- Understanding the broad context of international business, including the critical trends impacting international management, the legal and political forces driving international business, and the ethical and cultural dilemmas that can arise
- Mastering the essential elements of effective interaction in the international arena, from cross-cultural understanding and communication to cross-border negotiation
- Recognizing and taking advantage of strategic opportunities, such as entering and operating in foreign markets
- Building and leading effective international teams, including personal and behavioral motivation, as well as taking an international perspective on the hiring, training, and development of employees

These principles are emphasized in the text with current examples and practical applications, establishing a foundation for students to apply their understanding in the current global business environment. With a companion website featuring an instructor's manual, powerpoint slides, and a testbank, *International Management, 5e* is a superb resource for instructors and students of international management.

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### Editorial Review

#### Review

"This edition continues the tradition of clearly explaining foundational international management concepts and processes, and illustrating them with exemplary real-world examples. The chapters emphasize the increasing interdependency of both companies and national economies, and the perpetual importance of refining one's cross-cultural skills." - *John P. Orr, Ph.D., Webster University, Walker School of Business & Technology, USA*

"The 5th edition of *International Management* by Dean McFarlin and Paul Sweeney is a truly superb textbook that can be used in executive education courses, graduate-level courses, or advanced undergraduate classes in the areas of management, organizational behavior, and/or international business. This textbook is particularly strong in the areas of cross-cultural management, international business ethics, global negotiations, conflict management, motivation and leadership, managing international and multicultural teams, and rewarding and evaluating employees. But -- most importantly -- it covers the most current research and topics in international management from a cultural and strategic perspective." - *Douglas M. McCabe, Georgetown University, The McDonough School of Business, USA*

"Sweeney and McFarlin's fifth edition of *International Management* provides new insights into the challenges of operating, managing, and collaborating across national borders and cultural regions of the world. The clear writing style, ample illustrations, and integrative cases allow students to synthesize issues and evaluate strategies in effective and practical ways." - *Clive Muir, Stephen F. Austin State University, USA*

"The compelling, illustrative examples of how companies are tackling international management issues and the end-of-chapter experiential features makes this a very engaging textbook for international management courses. The self-assessments and controversial case examples are likely to spark exciting classroom discussions." - *Stuart Sidle, Ph.D., University of New Haven, USA*

#### About the Author

**Paul D. Sweeney** is a Professor of Management and Associate Dean at the University of Dayton, USA. He is also a member of the Academy of Management (International & Organizational Behavior Division).

**Dean B. McFarlin** is the Dean of the Palumbo-Donahue School of Business at Duquesne University, USA. He also serves as an Associate Editor for *Academy of Management Perspectives* and is a member of the editorial board for *Journal of Management*.

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#### **Frank Hegarty:**

The knowledge that you get from International Management: Strategic Opportunities and Cultural Challenges will be the more deep you looking the information that hide within the words the more you get considering reading it. It doesn't mean that this book is hard to understand but International Management: Strategic Opportunities and Cultural Challenges giving you joy feeling of reading. The writer conveys their point in specific way that can be understood simply by anyone who read the idea because the author of this reserve is well-known enough. This specific book also makes your own vocabulary increase well. It is therefore easy to understand then can go along with you, both in printed or e-book style are available. We propose you for having this particular International Management: Strategic Opportunities and Cultural Challenges instantly.

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