



# The Global Business Handbook: The Eight Dimensions of International Management

*David Newlands, Mark J. Hooper*

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A nation's economic success depends on the capacity of its companies and trading organizations to develop business relationships, trade and do business in the international arena. Doing business across borders subtly changes the processes and skills the successful manager needs. Cultural, social, geographic and legal factors serve to complicate the picture. The mantra for managers today is think global, act local. In this handbook the authors concentrate on the big developments that currently are happening at an international level. They consider how managers operating in the global business landscape must change what they do to create advantages and remain competitive.

The Global Business Handbook is based on the structure of the very successful IÉSEG International School of Management's programme on international management. It includes a global focus, backed by the latest research on different aspects of international business carried out in different parts of the world.

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