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How can managers discover, develop and implement successful business strategies for China and our global economy? Drawing on in-depth research with top executives of successful Chinese and Western companies, this book provides a road map for profitable business strategies in our interconnected economy. In the process, the authors describe and examine both Chinese and Western strategic management, their weaknesses and strengths. Starting with an analysis of the historical, cultural and legal antecedents of

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The 9th edition of this comprehensive core textbook builds on its global perspective and approachable written style, as it explores the key concepts within a clear and logical structure. Lynch guides you through 19 chapters, with updated case studies and pedagogy that support the modern business and management student from start to finish. Continuous contrast between prescriptive and emergent views of strategy highlights key debates within the discipline,

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Whilst an emphasis on the practical throughout the book helps you turn theory into practice

Existing narratives about how we should organize are built upon, and reinforce, a concept of 'good management' derived from what is assumed to be a fundamental need to increase efficiency. But this assumption is based on a presentist, monocultural, and generally limited view of management's past. A New History of Management disputes these foundations. By reassessing conventional perspectives on past management theories and providing a new critical outline of present-day management, it highlights alternative conceptions of 'good management' focused on ethical aims, sustainability, and alternative views of good practice.

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From this new historical perspective, existing assumptions can be countered and simplistic views disputed, offering a platform from which graduate students, researchers, and reflective practitioners can develop alternative approaches for managing and organizing in the twenty-first century.

□Managing Internationalisation□ explains the process of internationalising any kind of organisation from a management perspective. Based on the renowned EFQM Excellence Model, all issues with special relevance for international activities are explained and traced back to recent scientific research and good management practise. The book is meant for practitioners and students alike. For a better understanding,

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extensive illustrations, examples, exercises and recommendations for case studies enrich the text. Dieses Buch erklärt den Prozess der Internationalisierung von Organisationen aus der Sicht des Managements. Auf der Basis des EFQM-Modells für Business Excellence (Qualitätsmanagement) werden alle für internationale Aktivitäten relevanten Themen erläutert. Das Buch ist für Praktiker und Studierende gleichermaßen geeignet. Mit praxisnahen Übungen und Fallstudien.

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