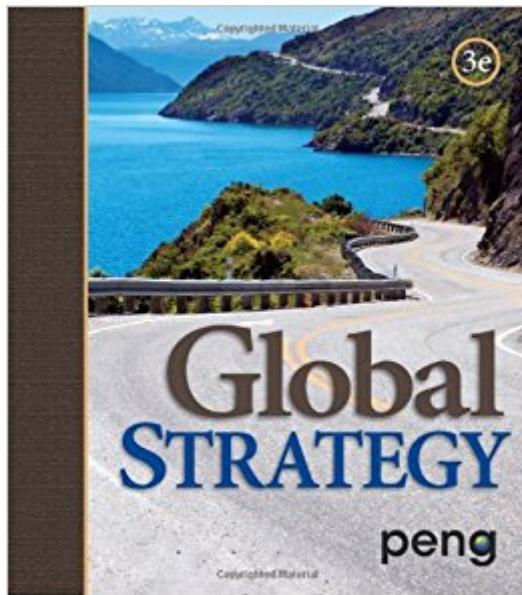


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# Global Strategy



## **Synopsis**

Discover both sides of international business and how to prepare for the future. GLOBAL STRATEGY, Third Edition, doesn't just show you what it's like for foreign businesses entering a new market; it reveals what domestic companies must do to survive foreign competition. Easy to read and full of study tools, GLOBAL STRATEGY, Third Edition, helps you prepare for your exams and for your career. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>.

## **Book Information**

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## **Customer Reviews**

"Students like this text. It's easy to read, and it cuts right to the chase." "Students like GLOBAL STRATEGY. It's a good integration of strategy and international business."

Mike Peng is the Jindal Chair of Global Business Strategy at the Jindal School of Business, University of Texas at Dallas (UTD). At UTD, he founded the Center for Global Business, where he serves as the executive director. Professor Peng was also recently named a fellow with the Academy of International Business. He holds a bachelor's degree from Winona State University, Minnesota, and a Ph.D. from the University of Washington, Seattle. Prior to joining UTD, Professor Peng was on the faculty at the Ohio State University, Chinese University of Hong Kong, and University of Hawaii, where he taught students at all levels and often served as a faculty trainer and consultant. In addition, he has held visiting or courtesy professorial appointments in Australia, Britain, China, Hong Kong, Vietnam, and the United States. This award-winning professor is widely regarded as one of the most prolific and influential scholars in global business and has garnered

many research grants for his work. The United Nations and the World Bank have cited his work in major publications. Truly global in scope, his research focuses on firms' strategies in regions such as Asia, Central and Eastern Europe, and North America. He has published about 50 articles in leading academic journals and authored three books. Active in other leadership positions in his field, Professor Peng has served on the editorial boards of the ACADEMY OF MANAGEMENT JOURNAL, ACADEMY OF MANAGEMENT REVIEW, JOURNAL OF INTERNATIONAL BUSINESS STUDIES, JOURNAL OF WORLD BUSINESS, and STRATEGIC MANAGEMENT JOURNAL. He is the editor-in-chief of the ASIA PACIFIC JOURNAL OF MANAGEMENT.

This should be a beginner's textbook, not Grad school reading material. The only thing worthwhile about this book are the case studies. Some of the material is already obsolete, and what isn't, is decidedly one-sided. Peng obviously doesn't wish to let the reader decide if there are pros and cons to many recent management techniques, including Corporate Social Responsibility, which is arguably meant to create positive publicity to cover up for past and current transgressions. There is little critical thinking asked of readers, and at this price, the book provides poor value and no helpful insight.

Content contained more about Peng selling Peng. Broad-brush approach to international trade organizations, NGO's and other transaction dynamics left me grateful this wasn't the only text I've used in a Masters in International Management.

Insightful, thorough, and efficient. Excellent textbook. Very well written, with many examples and case studies allowing the student to comprehend and absorb the ideas.

Excellent relevant and real situations strewn throughout the chapters. Helps the concepts come to life. Informs. Written well.

Very helpful reading material, the case studies were interesting too.

Everything went like clock work and have the book on time!

Well written, easy to read and good examples to support concepts.

A few highlights in the book but other than that it looks brand new.

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