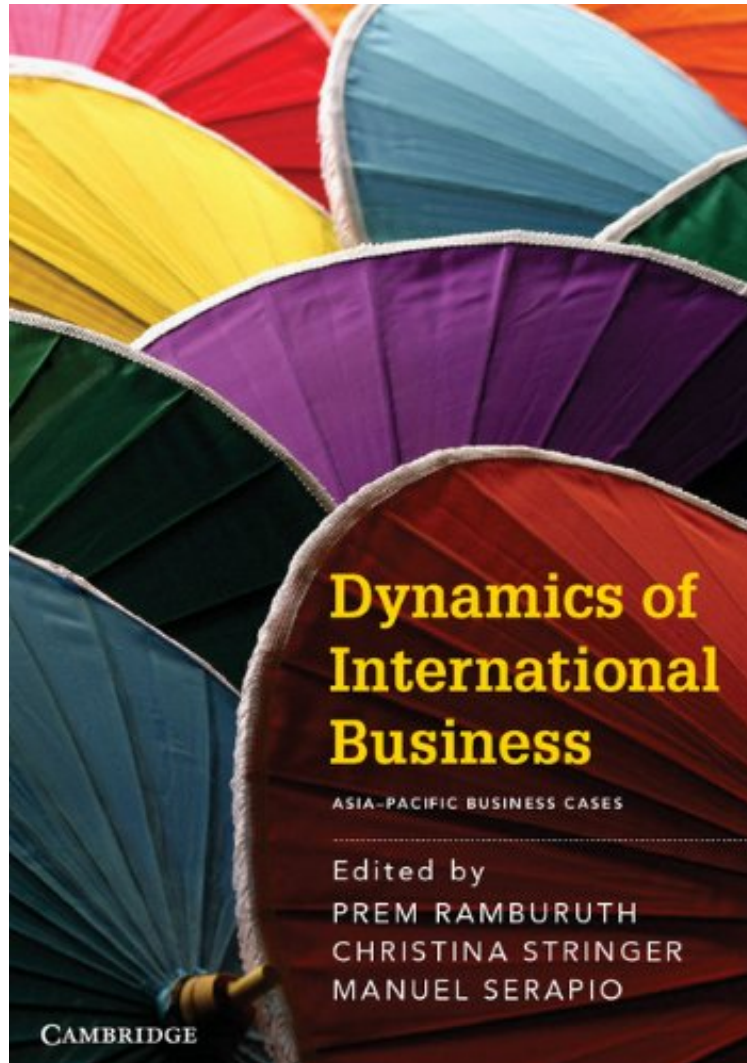


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Dynamics of International Business: Asia-Pacific Business Cases

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From Cambridge University Press : Dynamics of International Business: Asia-Pacific Business Cases before purchasing it in order to gauge whether or not it would be worth my time, and all praised Dynamics of International Business: Asia-Pacific Business Cases:

Dynamics of International Business: Asia-Pacific Business Cases brings the challenges and complexities of the contemporary international business environment into the classroom. These authentic case studies, based on recent research and events, enable students to engage with the economic, social, political and intercultural factors that impact on international business and understand how these factors are addressed in the real world. Designed to facilitate a

problem-based learning approach, the cases in this book: bull; draw on a diverse range of businesses and industries ndash; from seafood to video games to renewable energy bull; illustrate fundamental themes and concerns within global business, including ethics, sustainability, emerging markets and cultural and legal differences bull; span many countries across the Asia-Pacific region bull; include discussion questions that encourage students to apply international business theory in the context of realistic scenarios bull; include references and suggestions for further reading. Extra resources for instructors, including case synopses and learning objectives, are available on the companion website at www.cambridge.edu.au/academic/internationalbusiness.

'It is not often that a case collection provides the depth, scope and clarity that make it a useful companion for both teaching and research. This collection does just that, providing an interdisciplinary lens with which to observe, reflect on, and, most importantly, understand complex business problems, in particular in the Asia-Pacific region.' Oded Shenkar, Ford Motor Company Chair in Global Business Management, Ohio State University'A case book we've been waiting for! Its objective is to encourage and enable faculty and teaching staff to infuse IB content into business courses at all levels. It offers a wide array of 25 topical 'real life' cases on IB problems and issues from the Asia-Pacific region. Instructors will particularly welcome the set of related insightful teaching notes. Besides its rich contents, the book has value in that it presents shorter cases. It fills the gap of lacking case studies from outside the US or Europe. It's a must for any IB teacher who wants to gear-up his/her teaching towards the Century of the Asia Pacific.' Klaus Macharzina, Emeritus Professor and AIB Fellow, Hohenheim University'This is a very informative and well constructed collection of case studies pertaining to international business in the Asia Pacific. Particularly refreshing and insightful are unique conditions, whether institutional and regulatory or sociocultural and economic, facing multinationals or domestic firms competing in the region, making it a very useful book for instructors and students interested in business landscapes and strategies unfolding there. The book is also to be commended for its diversity of topics, industry, organizational form, and [the] institutional environment it successfully covers, providing readers with a synthesized learning tool for multiple courses for multiple learning objectives relating to international business in the Asia Pacific.' Yadong Luo, Emery Findlay Distinguished Chair, University of Miami'This is an excellent set of short cases useful in any business school class that prepares folks to understand, and work in, any of the dynamic and rapidly growing Asian economies.' Raj Aggarwal, Sullivan Professor of International Business, University of Akron'Professors Ramburuth, Stringer, and Serapio have created an impressive collection of cases and teaching notes. The true extent of globalization in the world economy is not often well represented, but in this one volume, you will find true diversity in topic, country, and industry. Small companies you've never heard of, and large companies that should be better known in the West, like Geely, Alibaba, and Rio Tinto, are covered. With the diversity of cases, and the increased need for students to understand global economies, this collection is a great resource for faculty at institutions all around the world.' Kenneth G. Brown, University of Iowa'Congratulations to PACIBER for its major accomplishment of this case book. During the past 25 years, PACIBER has been one of the major forces in driving the growth and expansion of international business education in the Asia-Pacific region. This case book is further evidence of the role of PACIBER in advancing international business education in this region. With more than 20 cases from academics across the ... region, I believe this ... book will provide valuable learning experiences for readers, both academics and practitioners.' Khunying Suchada Kiranandana, Chairperson, Chulalongkorn University Council'The PACIBER casebook is a thoughtful and valuable collection of cases written by international business professionals who have vast experiences in countries across the Asia-Pacific region. Through these cases, highly relevant scenarios in the international business environment can be brought into an educational setting to engage participants on decidedly relevant Asia-Pacific topics and issues.' Dr Stefanie Lenway, Eli and Edythe L. Broad Dean, Michigan State UniversityAbout the AuthorPrem Ramburuth is a Professor in International Business in the Australian School of Business (ASB). She has held several leadership positions at UNSW. She has been Associate Dean Education (2007-2011), Associate Dean Undergraduate Programs (2007-2009), Head of School of Organisation and Management (2006) and Associate Head of School (2005), Foundation Director of the ASB Education Development Unit (1998-2000) and Deputy Director of the UNSW Learning Centre (1994-1997). 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She has been an active member of the Learning and Teaching Network of the Australian Business Deans' Council (ABDC) and is the ASB's representative on the United Nation's Principles for Responsible Management Education (UNPRME). Prem is a member of the Australian Institute of Company Directors (AICD) and several leading professional organisations.Christina Stringer is a Senior Lecturer in the Department of

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