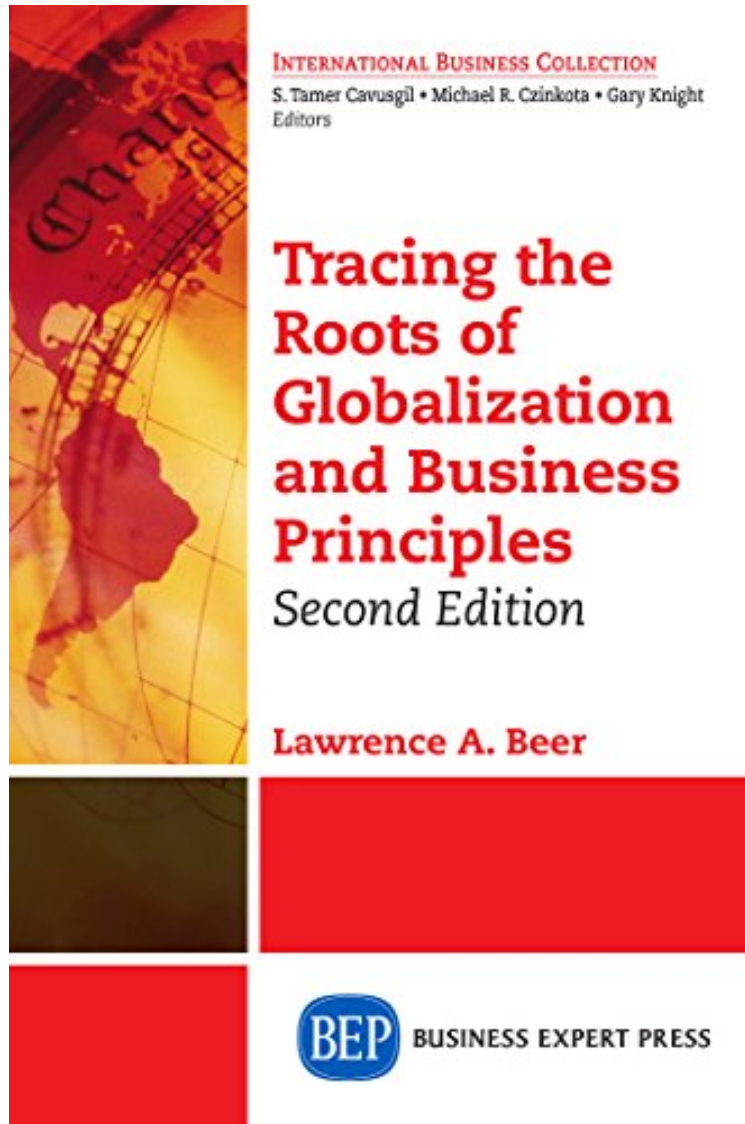


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Lawrence A. Beer

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About the Author Lawrence A. Beer, JD, is a retired senior lecturer after 12 years at the W.P. Carey School of Business, Arizona State University, teaching MBAs and undergraduates on various international business subjects. Professionally, he is an attorney and accountant with senior executive tenure as president of international operations and house counsel to global corporations as well as managing director of his own international consulting firm. His other books include *A Strategic and Tactical Approach to Global Business Ethics*, 2nd Ed. and *Essential Concepts of Cross-Cultural Management: Building on What We All Share* (Business Expert Press). He is an article reviewer for the *Journal of International Business Studies*, a member of the Academy of International Business and Institute of Behavioral and Applied Management serving as conference paper submission reviewer as well as an editorial consultant and contributor to various business textbook publishers.