



Strategic International Management: Text and Cases

Dirk Morschett, Hanna Schramm-Klein, Joachim Zentes

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“Strategic International Management” takes a global perspective and covers the major aspects of international business strategies, the coordination of international companies and the particularities of international value chain activities and management functions. The book provides a thorough understanding of how Production & Sourcing, Research & Development, Marketing, Human Resource Management and Controlling have to be designed in an international company and what models are available to understand those activities in an international context.

The book offers 20 lessons that provide a comprehensive overview of all key issues. Each lesson is accompanied by a case study from an international company to facilitate the understanding of all important factors involved in strategic international management.

In this second edition, all chapters have been updated, all case studies revised and recent data were integrated. The concept, though, remained unchanged.

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