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Verbeke provides a new perspective on international business strategy by combining analytical rigour and true managerial insight on the functioning of large multinational enterprises (MNEs). With unique commentary on 48 seminal articles published in the Harvard Business Review, the Sloan Management Review and the California Management Review over the past three decades, Verbeke shows how these can be applied to real businesses engaged in international expansion programmes, especially as they venture into high-distance markets. The second edition has been thoroughly updated and features greater coverage of emerging markets with a new chapter and seven new cases. Suited for advanced undergraduates and graduate courses, students will benefit from updated case studies and improved learning features, including 'management takeaways', key lessons that can be applied to MNEs and a wide range of online resources.



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Review

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"This is a most impressive textbook which effortlessly blends analytical depth, strategic problem-solving skills and vivid engagement with the most challenging international contexts. Having long searched in vain for such a three-dimensional textbook, I believe it is one of a kind. Alain Verbeke has pulled off one of the hardest feats in management education." - Manuel Hensman, Professor Strategic Management, Solvay Brussels School of Economics and Management, Belgium

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About the Author

Dr Alain Verbeke is a Professor of International Business Strategy and holds the McCaig Research Chair in Management at the Haskayne School of Business, University of Calgary. He was previously the Director of the MBA programme at Solvay Business School, University of Brussels (VUB). He has also been a Visiting Professor at Dalhousie University, the University of Toronto and the Université Catholique de Louvain, as well as an Associate Fellow of Templeton College (University of Oxford). He is presently an Academic Associate of the Centre for International Business and Management, Judge Business School, University of Cambridge.

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