

Cooperative Strategies and Alliances in International Business

Joint Ventures and Technology Partnership

International Business and Management

Farok J. Contractor

About the Book

Editorial Objectives

This series applies a truly international perspective to the study of international business, with a special emphasis on management and marketing issues, and aims to advance the frontiers of knowledge in this fast developing field.

Topicality

The International Business and Management series deals with such topics as globalization, international business negotiations, cross-cultural communication, entry strategies, doing business in different regions and future trends. Work on competition, the development of international business theory, methodological issues, the results of empirical studies and the findings of practitioners also fall within its brief.

Key Benefits

This series provides high-quality, relevant articles that give comprehensive analysis and empirical findings in all aspects of financial planning, analysis and forecasting. It creates a global forum for discussion and debate of key issues in these fields.

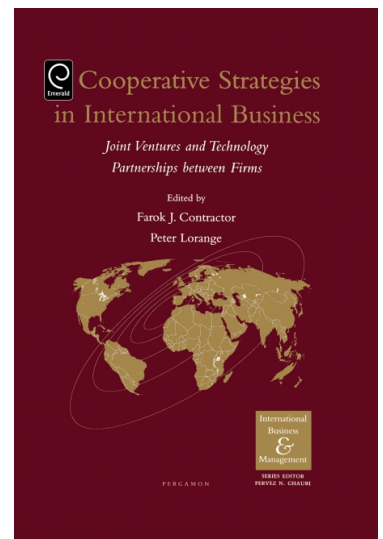
Key Audiences

International Business and Management provides up-to-date guidance to students and practitioners of international business and aims to advance the frontiers of knowledge in this fast developing field. The series is widely accepted and available in most university/college libraries. A number of volumes are also used as text books and recommended readings for postgraduate courses in top universities all over Europe.

Coverage

Subject coverage includes, but is not restricted to:

- Globalization
- International business negotiations
- Cross-cultural communication
- Entry strategies
- Doing business in different regions
- Future trends
- The development of international business theory



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