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International Business: An Asia Pacific Perspective

Andrew Delios, Paul Beamish

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International Business: An Asia Pacific Perspective (Second Edition) provides a unique exploration of the topic of international business. It examines decisions relevant to managers in internationalizing and multinational firms operating in the Asia Pacific. Its uniqueness stems from the cutting-edge conceptual material that underlies the decision-making frameworks in the text and in the numerous Asian company examples and illustrations. Users of this text examine such essential topics as the measurement and analysis of the cultural, political and economic dimensions of the international environment; the formation of internationalization strategies, including entry mode choice and strategic alliances; the analysis of the competitive implications of multinational firms and business groups; multinational, subsidiary and expatriate management; and the management of ethical issues. **Features** The material in each chapter is first strongly rooted in international business theory before it moves to the discussion of related managerial topics. The analytical issues embedded in the theory provide the foundation for exploring the managerial decision issues that are typical to the theme of the chapter. The chapters on the cultural and political dimensions draw on the latest research and analytical methods for diagnosing the influence of these environments on a multinational firm s strategy. The chapters on strategic alliances and international acquisitions outline the key decisions and analyses that can facilitate the successful implementation of these challenging modes of growth. The chapters on multinational firms and business groups illustrate the competitive pressures exerted by these firms for domestic and international companies in the Asia Pacific. The chapter on subsidiary management outlines the competitive and strategic issues that fall into the domain of a manager of a foreign subsidiary situated in an Asia Pacific country. In-text examples and text-boxes provided in depth looks at companies such as Haier, Tata Consulting Services, Mitsubishi Motors and the Formosa Plastics Group. More than 100 company illustrations drawn from companies situated in Australasia, South Asia, South East Asia and East Asia provide a realistic view of the competitive challenges encountered when operating in the Asia Pacific. International management skills can be developed and reinforced using the 15 cases included in this book. The cases help to tie together and augment the managerial issues that underlie the analytical and conceptual issues presented in the text.
SECTION 1: THE INTERNATIONAL BUSINESS ENVIRONMENT SECTION 2: MANAGING INTERNATIONAL GROWTH SECTION 3: MULTINATIONAL MANAGEMENT SECTION 4: CASES

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