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"Helen Deresky" (Ph.D., Concordia University, Montreal) is Professor of Strategic Management and International Management and Director of the International Business Program at the State University of New York, Plattsburgh. She is a Canadian Studies Associate and a member of the U.S.-Canada Business Council.

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This globally oriented text covers research and trends in International Management. It offers comprehensive and integrative cases that illustrate the actual behaviours and functions required for successful cross-cultural management at the strategic and interpersonal level.

With coverage of the most current trends and research in international management in 1999, this text addresses the actual behaviours and functions required for

successful cross-cultural management at both the strategic and interpersonal level.

This book addresses the actual management functions and behaviors necessary to develop global vision and management skills at both an organizational—strategic(macro) level, and the interpersonal (micro) level. This book places the executive or reader in the role of a manager of any nationality, encouraging the reader to take a truly global perspective in dealing with dynamic management issues in both foreign and diverse host environments. Throughout, the book emphasizes how the variable of culture interacts with other national and international factors to affect managerial processes and behaviors. In addition, the growing competitive influence of technology is emphasized, with boxes featuring the use of e-business for global competitive strategic positioning. A four-part organization covers the global manager's environment, the cultural context of global management, formulating and implementing strategy for international and global operations, and global human resources management. For executives trying to improve their global vision and management skills in order to better themselves and the various organizations for which they work.

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