



# Multinational Strategic Management: An Integrative Entrepreneurial Context-Specific Process

*Erdener Kaynak, Robert Mockler, Dorothy G Dologite*

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Build the skills needed to compete in the highly competitive global business environment! This incisive book is a comprehensive introduction to contemporary multinational strategic leadership and management. A vital guide to business policy, *Multinational Strategic Management: An Integrative Entrepreneurial Context-Specific Process* combines basic strategic management with a distinctive international business perspective. The result is invaluable as a preparatory overview for novices and as a guidebook for business practitioners. Mixing basic management and leadership perspectives with a study of international business, *Multinational Strategic Management* takes a comprehensive approach to subjects that traditionally require multiple texts. Designed for use as a textbook for undergraduate and graduate course work, the book fills an educational void in a rapidly growing field. The in-depth text provides you with a thorough understanding of how to lead and manage enterprises that operate within and across national borders. *Multinational Strategic Management* helps professionals, students, and educators:

- acquire and enhance skills in entrepreneurial contingency thinking and action
- integrate those skills to creatively handle specific situations
- learn more about management processes (and possibly develop new ones)

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