

International management : culture, strategy, and behavior

Luthans, Fred, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20420166&lokasi=lokal>

Abstrak

Reflects fresh developments that influence international managers. This title includes examples, research, and practical applications, that students understand how to adjust, adapt, and navigate the changing global business landscape and respond to global challenges-making it a market-leader.