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## **International and Cross-Cultural Management Research (SAGE series in Management Research)**

*Jean-Claude Usunier*

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## International and Cross-Cultural Management Research (SAGE series in Management Research):

Written for students and others wishing to do international and cross-cultural research in business and management, this book provides an accessible introduction to the major principles and practices. A cross-cultural perspective has become vital to most contemporary management research. The increasingly global business environment has led to both a greater practical need for international management research and a questioning of whether management science follows universal rules. This book addresses the particular characteristics of international management research, including the important role of culture. A key introduction provides a comprehensive overview of the background, major issues and different approaches to international management research. The second chapter offers a typology of research designs in international management, and shows the role culture plays in such designs. The theories and paradigms that serve international and cross-cultural management research are examined in the third chapter. Chapter four examines and defines culture, its process and components. The final chapter pulls the describing arguments together to show how the construct of culture can be used in international management research. Throughout, the author provides numerous illustrative examples from key empirical studies.

An excellent account of the current state of the art and makes an important contribution to the theoretical and methodological development of the area as a whole' - Journal of Marketing Management This book addresses the particular characteristics of international management research, including the role of culture. The book also offers a typology of research designs in international management and shows the role culture plays in such designs' - Business Line `An excellent account of the current state of the art and makes an important contribution to the theoretical and methodological development of the area as a wholeprime; - Journal of Marketing Management `This book addresses the particular characteristics of international management research, including the role of culture. The book also offers a typology of research designs in international management and shows the role culture plays in such designsprime; - Business Line About the Author Jean-Claude Usunier is a professor at the University of Lausanne, Switzerland, in the Faculty of Business and Economics (HEC). His research interests are cross-cultural consumer behaviour, and cultural and linguistic aspects of international marketing and management. He serves on the editorial board of several international business and marketing journals. His research was published in International Journal of Research in Marketing, Journal of Research in Personality, Time and Society, Journal of International Marketing, International Journal of Electronic Commerce, Journal of Business Communication, International Marketing , and European Journal of Marketing. His recent books include Marketing Across Cultures (Pearson, 2013; with Julie Lee), and Religions as Brands: The Marketization of Religion and Spirituality (Ashgate, 2014; with Joerg Stolz).