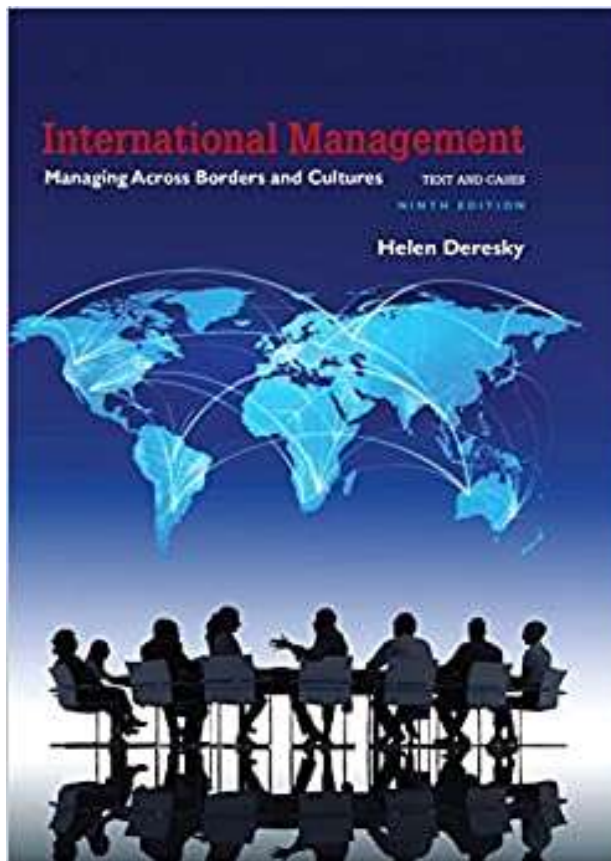


**Introducing a Book:**

***International Management***  
***Managing Across Borders and Cultures***  
**by Helen Deresky**

**Pearson, 2017 Kindle Edition**

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Courtesy: [https://www.amazon.com/International-Management-Managing-Borders-Cultures/dp/0134376048/ref=sr\\_1\\_1?dchild=1&keywords=International+Management+Managing+Across+Borders+and+Cultures+by+Helen+Deresky&qid=1605834929&s=books&sr=1-1](https://www.amazon.com/International-Management-Managing-Borders-Cultures/dp/0134376048/ref=sr_1_1?dchild=1&keywords=International+Management+Managing+Across+Borders+and+Cultures+by+Helen+Deresky&qid=1605834929&s=books&sr=1-1)

***International Management: Managing Across Borders and Cultures*** by Helen Deresky is an important and extremely useful textbook to read and follow. Most Indian students of Management and Business Administration have the desire and vision to work abroad and in international companies. They are inspired by great administrators such as Satya Narayana

Nadella, Sundar Pichai, Shantanu Narayen, Indra Nooyi, and others. Reading this book will help them prepare well for their future career.

***International Management: Managing Across Borders and Cultures*** by Helen Deresky has 4 Parts.

**Part 1 The Global Manager's Environment** has two chapters. Chapter 1 assesses the environment under four major headings: Political, Economic, Legal and Technological. Chapter 2 discusses how to manage interdependence which is the hallmark of modern times in all activities. This chapter focuses on social responsibility, ethics, and sustainability in relation to global manager's environment.

**Part 2 The Cultural Context of Global Management** has three chapters. Chapter 3 presents the need for understanding the role of culture. Chapter 4 presents how we should communicate across cultures. Chapter 5 focuses on cross-cultural negotiation and decision making. Ethnic and religious differences apart from other sociocultural aspects characterize the modern world. There is a desire to understand one another, no doubt. Some cultural ways of life and expressions through a variety of language use continue to influence all of us. Negotiations may be carried through a language or through a variety of languages using translation. But the meaning of what is said may still be influenced by the language background of the negotiators and business administrators. This part is incredibly useful to train our students to master negotiation skills under various cultural contexts.

**Part 3 Formulating and Implementing Strategy for International and Global Operations** has three chapters. Chapter 6 discusses how to formulate strategy. Chapter 7 is on implementing strategy. The author focuses on aspects of strategic alliances, small businesses, and on emerging economic firms. From the Indian context, we can point out that the emergence of the online business corporation **Flipcart** is a relevant example for the emerging economic firm. How the Walmart negotiators carried out their negotiations to buy a major share in Flipcart is a good story to read and follow for our aspiring young business administrators. Likewise, how Indian software companies began their penetration in international management is also a story of success. Chapter 8 discusses the organization structure and control systems.

**Part 4 Human Resources Management** has three chapters. Chapter 9 focuses on staffing, training, and compensation (salary, etc.) for global operations. When we read this chapter, three or four leading companies come to our mind here: operations of amazon.in, Burger King, McDonald, etc. Compensation paid to the employees and managers may not be exactly equivalent in amount, but the wages they receive seem to be better than what an employee of a local company would receive. Working conditions are also seeming different. Modern corporations, including software companies operating within India, have established appropriately relevant contexts in relation to their counterparts abroad. Chapter 10 focuses on developing a global management cadre. Chapter 10 focuses on the processes of motivating and leading.

All the four parts offer truly relevant case studies. Our students can and should read these case studies and try to relate them to the conditions of management in India. There are eleven case studies offered:

1. Facebook's Internet.org: Serving the Bottom of the Pyramid? (several countries)
2. An Ethics Role-Playing Case: Stockholders versus Stakeholders (Global/Sri Lanka)
3. Vodafone in Egypt: National Crises and Their Implications for Multinational Corporations (Egypt)
4. Hailing a New Era: Haier in Japan (China/Japan)
5. Alibaba versus Tencent: The Battle for M-Commerce Space (China/Global)
6. Business Model and Competitive Strategy of IKEA in India (India)
7. Wal-Mart in Africa (Africa)
8. Fiat Chrysler Automobiles N.V. (2015): From an Alliance to a Cross-Border Merger
9. Leading Across Cultures at Michelin (France/US)
10. Ethical Leadership: Ratan Tata and India's Tata Group (Global)
11. IKEA in Russia: Emerging Market Strategies and Ethical Dilemmas (Russia)

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