



Global and Transnational Business: Strategy and Management

George Stonehouse, Jim Hamill, David Campbell, Tony Purdie

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In *Global and Transnational Business*, the authors discuss the complex strategic issues involved in global and international business. They provide a review of the work of leading authors in the field and present this within the context of an integrative framework. This framework establishes clear linkages between global strategy, global management and global competitiveness. The link is examined between the trend towards the globalization of competition, markets and products, and the need to adopt global or transnational strategies and approaches to management. The text also includes the following features: Explores key issues in the management and co-ordination of global companies. Analyses forces at work in the international business environment and their implications for business strategy. Includes six substantive case studies from different industries which illustrate themes discussed in the text. *Global and Transnational Business* can be used as a core textbook for courses in international business, global business, international business strategy and international business environment.

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