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TRANSNATIONAL MANAGEMENT



SIXTH EDITION

Text, Cases, and Readings in Cross-Border Management

A Strategic Approach to International Management

The sixth edition of *Transnational Management* retains the most powerful existing cases and articles, while adding new material on emerging issues to keep courses fresh and students challenged. The result is a text that focuses on strategy development, organizational capabilities, and management challenges by operating in the global economy.

Key Features:

- Half of the case studies and readings are new to this edition.
- All cases include comprehensive teaching notes, and many have optional video supplements that can enliven discussions by bringing case protagonists into the classroom.
- Readings have been carefully selected to capture the latest thinking in the field, while also reflecting current best practice and managerial relevance.
- All chapters have been revised and updated to reflect the latest situations facing transnational management, while retaining a strong integral conceptual framework.
- For easier navigation, each chapter includes two box inserts: one summarizing the main themes of the chapters, and another describing how the readings link to the chapter content.
- The 143 slide PowerPoint deck, specifically developed to accompany the chapters, has been updated to help instructors link lectures to the concepts and frameworks presented in the text.

To learn more, please visit www.mhhe.com/bartlett6e

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