

## International Business Mike W Peng University Of Texas At 81641

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this is the first book to comprehensively summarize and extend cutting strategy research with a focus on transition economies it provides a readable and refreshing overview for seasoned scholars and executives working in this field as well as valuable insights for newcomers the book combines theoretical rigor with up to date evidence on a highly relevant topic mike peng is already one of the world s leading strategy and management scholars working on transition and emerging economies and this book adds significantly to his standing john child guinness professor of management studies university of cambridge england and visiting professor of international management tel aviv university israel the widespread shift from centrally planned to market based economies has been the most profound change in the world economy since world war ii while a great deal of work has examined the broad economic implications of this transition far less work has examined its implications for firms and managers in this seminal work professor peng draws on his extensive experience in transition economies together with his knowledge of strategic management to describe how firms in these economies can seize opportunities for growth and success jay barney bank one professor of corporate strategy ohio state university a welcome contribution towards our understanding of firm level issues in transition economies a particular strength is the chapter by chapter consideration of how strategies vary depending on whether one is a state owned enterprise a privatized firm an entrepreneurial start up or a foreign investor paul beamish royal bank professor of international business university of western ontario canada a comprehensive account of transition economies from a firm strategy perspective thoroughly researched and thought provoking this book is a most valuable tool for both academics and business executives seeking to operate in this promising yet uncertain territory oded shenkar ford motor professor of global management ohio state university and professor of international management and tel aviv university israel business strategies in transition economies probes into the workings of business strategies in former socialist countries in east asia central and eastern europe and the newly independent states of the former soviet union which are collectively called transition economies it provides a rich and in depth understanding of fundamental strategic issues confronted by domestic and foreign firms competing in these newly opened markets written by one of the leading scholars in the field this timely book is comparative interdisciplinary and relevant focusing on firm level issues confronting top executives acting as organizational strategists in transition economies this book covers business strategies of 1 state owned enterprises 2 privatized and reformed firms 3 entrepreneurial start ups and 4 foreign companies since transition economies taken together promise to be the world s largest emerging markets in the 21st century this book will be an invaluable resource for students scholars and managers seeking a better understanding of business challenges and opportunities in these markets

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mike peng and klaus meyer have direct first hand experience of researching and teaching in europe asia and north america this combined experience makes them uniquely qualified to write this textbook which offers a comprehensive and accessible introduction to international business that starts from europe but ultimately encompasses the globe the text's comprehensive coverage is accessibly arranged around one central question and two core perspectives the central question is what determines the success and failure of firms around the globe institutional and resource based perspectives are utilised to answer this question throughout the text the very latest scholarly research is used to facilitate successful learning of the key concepts in order to engage students with the historical context and recent global developments international business has been shortlisted for the 2011/12 CMI management book of the year award in the ebook category more information about the CMI and the competition can be found here [yearbook.managers.org.uk/index5.htm](http://yearbook.managers.org.uk/index5.htm)

the topic of entrepreneurial finance involves many issues including but not limited to the risks and returns to being an entrepreneur financial contracting business planning capital gaps and the availability of capital market booms and busts public policy and international differences in entrepreneurial finance stemming from differences in laws institutions and culture as these issues are so extremely broad and complex the academic and practitioner literature on topic usually focuses on at most one or two of these issues at one time the oxford handbook of entrepreneurial finance provides a comprehensive picture of issues dealing with different sources of entrepreneurial finance and different issues with financing entrepreneurs the handbook comprises contributions from 48 authors based in 12 different countries it is organized into seven parts the first of which introduces the issues explains the organization of the handbook and briefly summarizes the contributions made by the authors in each of the chapters part ii covers the topics pertaining to financing new industries and the returns and risk to being an entrepreneur part iii deals with entrepreneurial capital structure part iv discusses business planning funding and funding gaps in entrepreneurial finance with a focus on credit markets part v provides analyses of the main alternative sources of entrepreneurial finance part vi considers issues in public policy towards entrepreneurial finance part vii considers international differences in entrepreneurial finance including analyses of entrepreneurial finance in weak institutional environments as well as microfinance

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