



International Business Strategy

By Alain Verbeke

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Verbeke provides a new perspective on international business strategy by combining analytical rigour and true managerial insight on the functioning of large multinational enterprises (MNEs). With unique commentary on 48 seminal articles published in the Harvard Business Review, the Sloan Management Review and the California Management Review over the past three decades, Verbeke shows how these can be applied to real businesses engaged in international expansion programmes, especially as they venture into high-distance markets. The second edition has been thoroughly updated and features greater coverage of emerging markets with a new chapter and seven new cases. Suited for advanced undergraduates and graduate courses, students will benefit from updated case studies and improved learning features, including 'management takeaways', key lessons that can be applied to MNEs and a wide range of online resources.

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Editorial Review

Review

"Two things make Alain Verbeke's book stand out from other textbooks. First, it incorporates the latest theoretical insights and helps students to understand the complexities of international business in the real world. Second, it is truly integrative, presenting a framework in the first half of the book that is consistently used in all subsequent chapters and applications." - Sjoerd Beugelsdijk, Professor of International Business, University of Groningen, The Netherlands

"This is a most impressive textbook which effortlessly blends analytical depth, strategic problem-solving skills and vivid engagement with the most challenging international contexts. Having long searched in vain for such a three-dimensional textbook, I believe it is one of a kind. Alain Verbeke has pulled off one of the hardest feats in management education." - Manuel Hensman, Professor Strategic Management, Solvay Brussels School of Economics and Management, Belgium

From 1st edition: "Alain Verbeke draws on his unmatched knowledge of international business research and provides a fresh and insightful, integrated perspective for rethinking the foundations of international strategy. This highly readable text supported by excellent cases should appeal to students whose managerial careers will span an increasingly global economy. International strategy faculty will find that the text easily lends itself to customizing the course to their particular needs. This book deepens our understanding of the global economy and the evolving role of the multinational enterprise." - Arie Y. Lewin, Professor of Strategy and Sociology, The Fuqua School of Business, Duke University, and Editor-in-Chief of the Journal of International Business Studies (2002-7)

"Being the first of its kind, this insightful textbook not only describes the main academic insights relevant to international business strategy, but also rigorously scrutinizes and reinterprets them using an overarching yet simple framework composed of country, firm, and individual-level concepts. By taking this reflective and integrative approach, Verbeke offers an unprecedented learning experience to both students and practitioners by greatly enhancing their understanding of successful international strategy formulation and implementation." - Dr. Arjen Slangen, Associate Professor of International Business, Rotterdam School of Management, The Netherlands

About the Author

Dr Alain Verbeke is a Professor of International Business Strategy and holds the McCaig Research Chair in Management at the Haskayne School of Business, University of Calgary. He was previously the Director of the MBA programme at Solvay Business School, University of Brussels (VUB). He has also been a Visiting Professor at Dalhousie University, the University of Toronto and the Université Catholique de Louvain, as well as an Associate Fellow of Templeton College (University of Oxford). He is presently an Academic Associate of the Centre for International Business and Management, Judge Business School, University of Cambridge.

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