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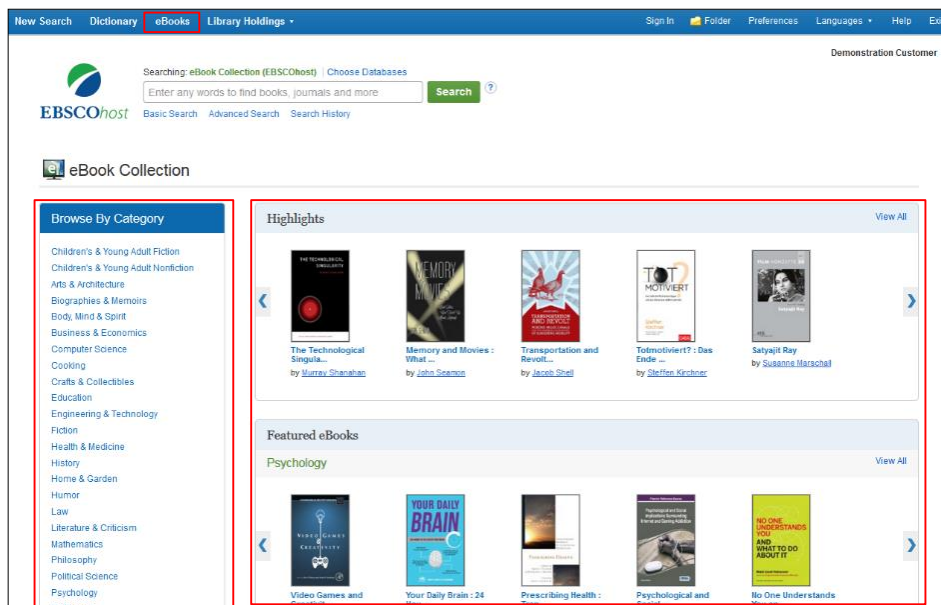
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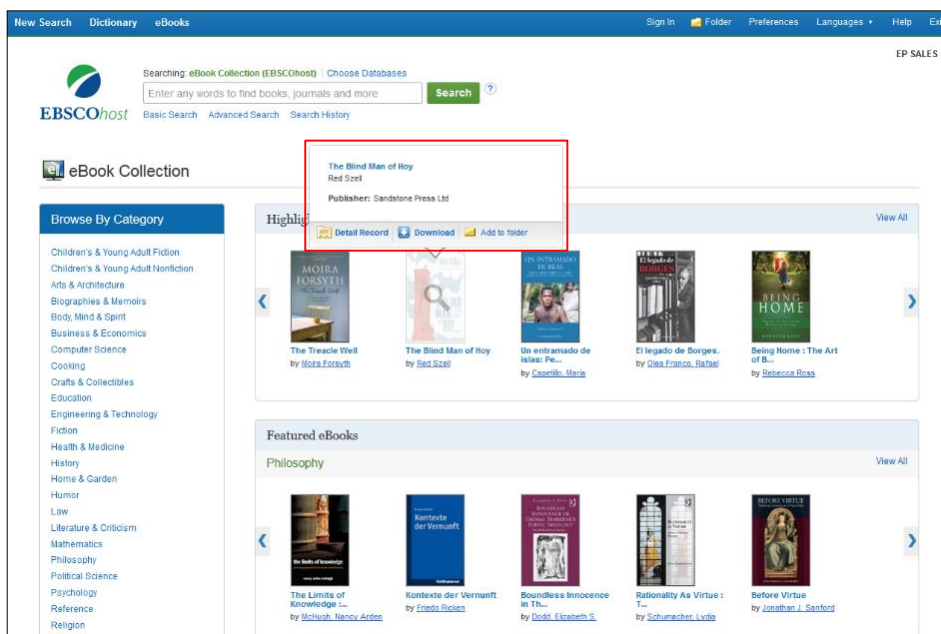
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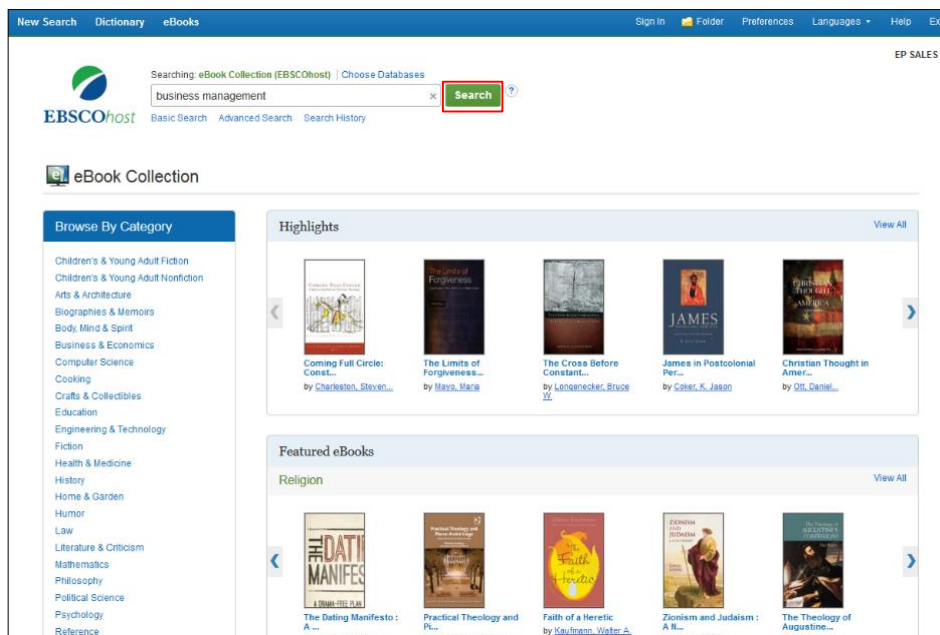
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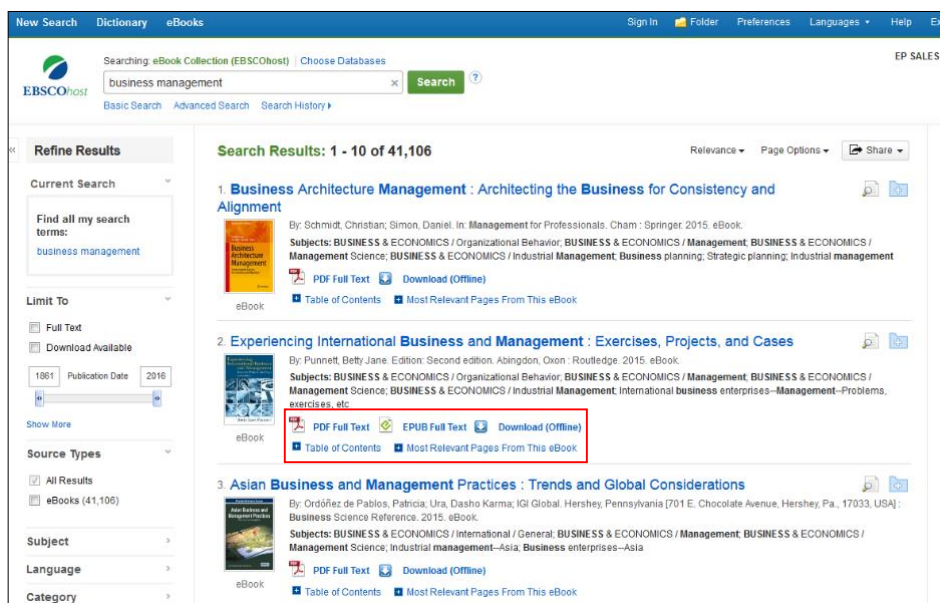
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By Schmidt, Christian; Simon, Daniel. In: Management for Professionals. Cham : Springer, 2015. eBook.

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Part III: Architecting Business Capability Realization

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Part V: Guidelines for Successful Implementation

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2. Experiencing International Business and Management : Exercises, Projects, and Cases

By Punnett, Betty Jane. Edition: Second edition. Abingdon, Oxon : Routledge, 2015. eBook.

Subjects: BUSINESS & ECONOMICS / Organizational Behavior; BUSINESS & ECONOMICS / Management; BUSINESS & ECONOMICS / Management Science; BUSINESS & ECONOMICS / Industrial Management, International business enterprises--Management--Problems, exercises, etc.

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Experiencing International Business and Management : Exercises, Projects, and Cases

Author: Punnett, Betty Jane

Date: 2015

Detailed Record

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7. How Do You

4. Overview of International Business Management

simple environment, where a company's strategies were largely determined by the company itself, with little concern for groups other than its immediate constituencies. The United States dominated this phase of international business. Whereas Europe and Japan were under reconstruction following the war, the United States was powerful and respected. U.S. technology, machines, and consumer goods were in demand around the world. This led to increased exports at first; but then, when foreign trade barriers were imposed, to foreign direct investment. During this period many less-developed countries or LDCs as they were then called were not yet independent, national policies on foreign investment were still being formed, and those national policies that existed were poorly implemented. This gave international companies virtually free reign in their international activities. It was a time when "American management" was considered superior, even though there were many successful European companies operating internationally. Thus, U.S. companies managed their foreign subsidiaries with U.S. citizens, and training for these international assignments was not considered necessary.

Phase 2: 1955 to 1970

This phase consists of three actors: the firm, its commercial constituencies, and the host government. Many international companies had become large by this phase, with globally integrated production and marketing. U.S. multinational corporations (MNCs) were owned, controlled, and managed by U.S. nationals. Concurrently, many LDCs had become independent and sensitive to the potential loss of sovereignty represented by giant foreign corporations. The more developed nations had formulated policies regarding foreign investment and actors were implementing these consistently. These factors combined to make

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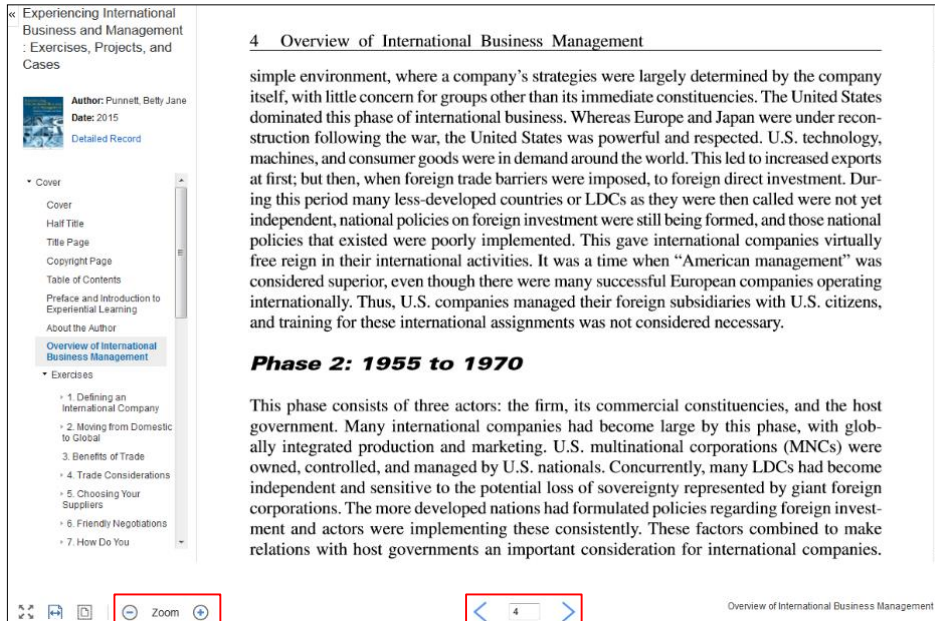
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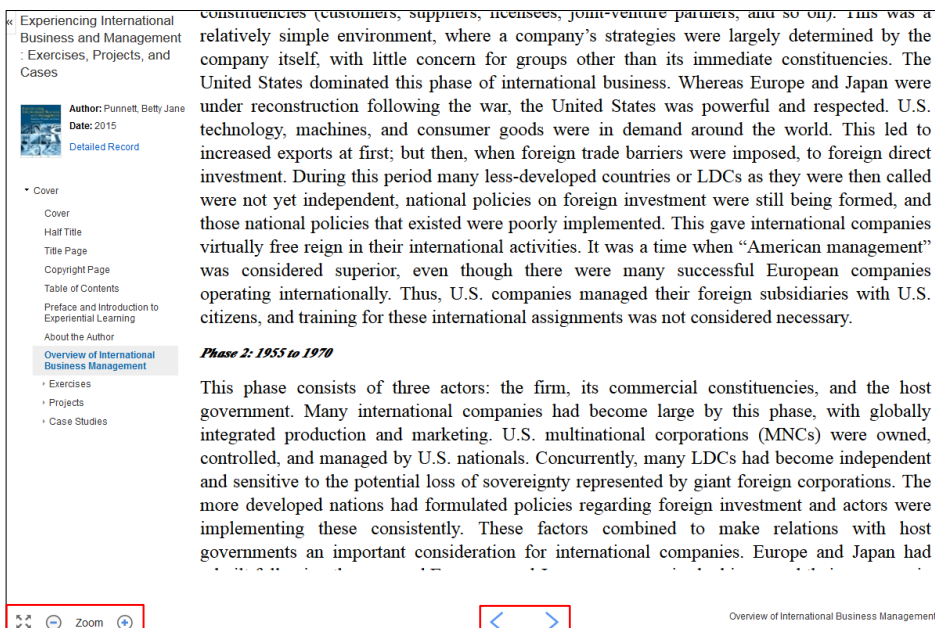
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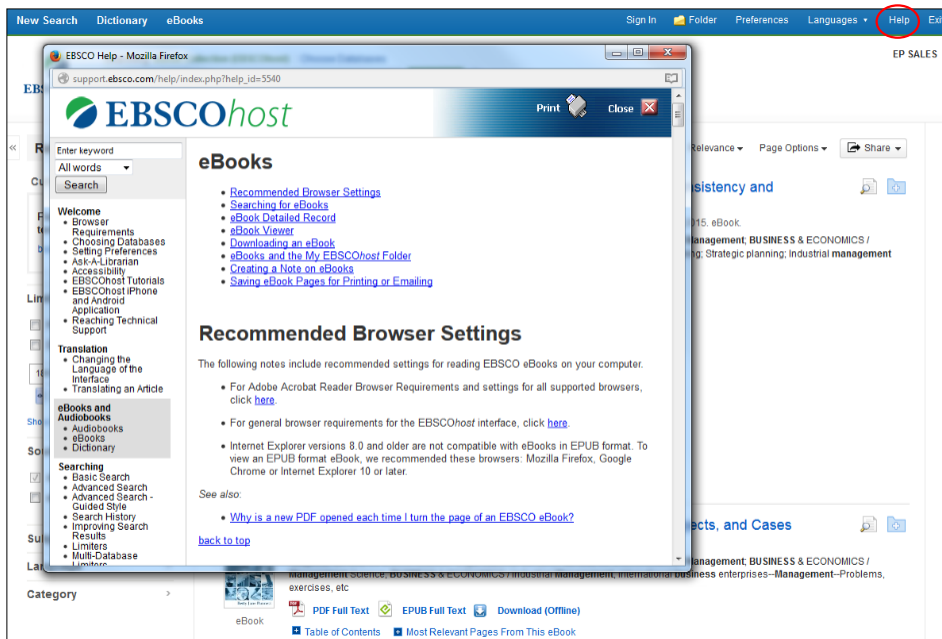
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