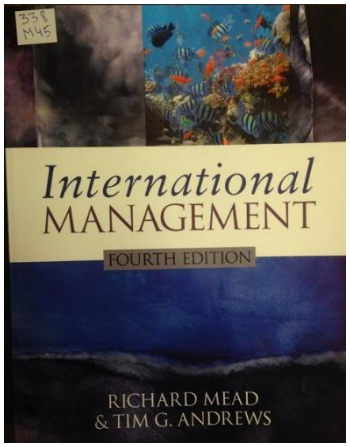
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Mead R.¶ International Management : culture and beyond / Richard Mead, Tim G. Andrews. - 4th ed. - Chichester : Wiley, 2009. - XIV, [2], 469 p. - ISBN 978-1-405-17399-5.

As in previous editions of this popular text on cross-cultural management, students will find here an invaluable guide to key management theories, linked to practical examples from all round the world. The book's key distinctive feature remains its truly international profile, with current examples from the US, Europe, Asia and new perspectives in this edition from other regions.

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