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Managing in Developing Countries

Betty Jane Punnett, University of the West Indies - Cave Hill, Barbados

This book considers management theories and approaches specifically in the context of developing countries. In recent years, international business scholarship has increased its focus on the developing world, which represents eighty percent of the global population and has doubled its share of value-added trade in the past two decades. This text will help readers to manage successfully in this region by learning to assess, apply, and adapt established practices in developing countries.

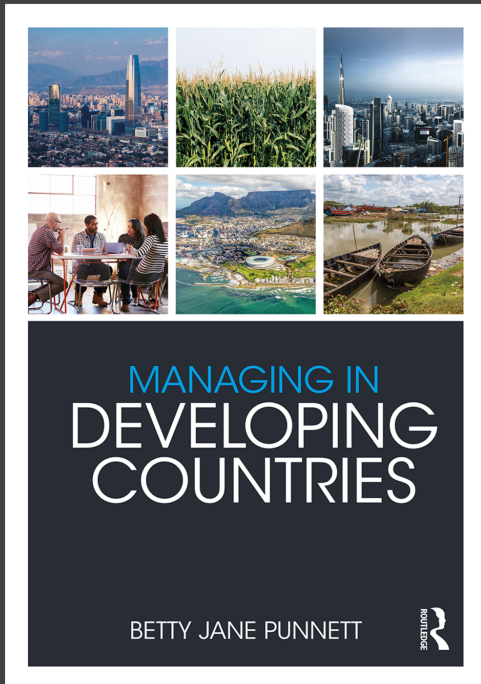
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TABLE OF CONTENTS:

1. Introduction
2. Terminology of Development
3. Characteristics of Developing Countries
4. Management Issues and Examples
5. Explanations of Economic Development
6. Planning and Strategic Management in Developing Countries
7. Organizing and Operating an International Company
8. Human Resource Management
9. Managing an International Workforce Motivation in Developing Countries
11. Leadership in Developing Countries
12. Special Issues for Managers in Developing Countries



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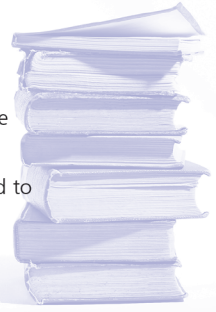


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