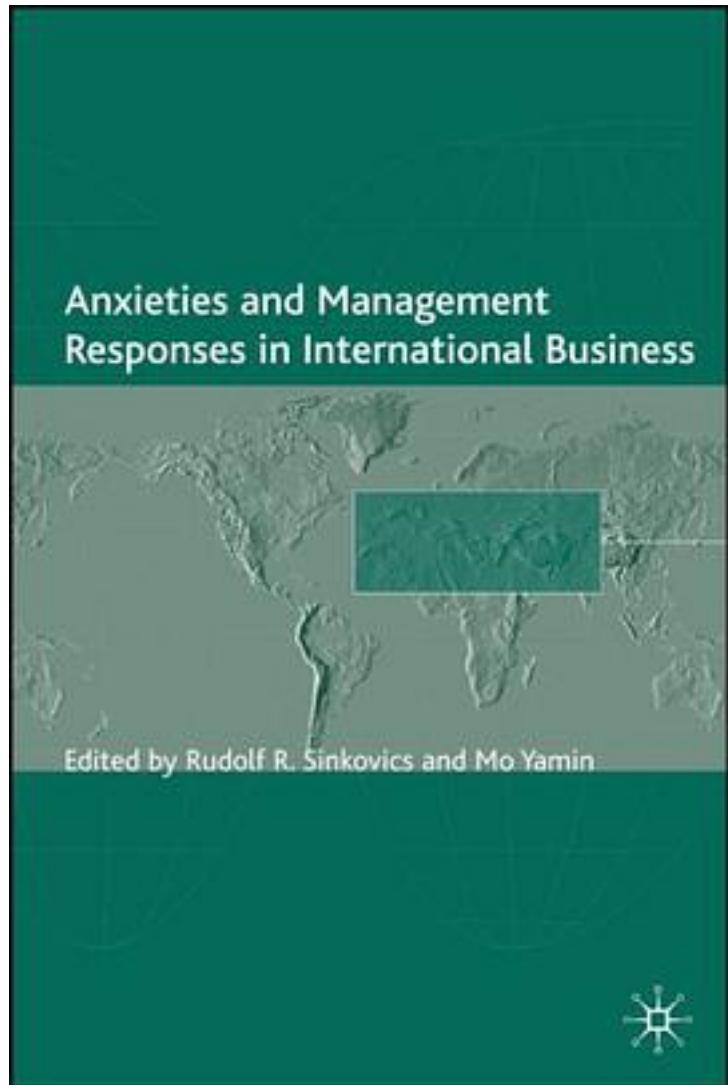


Anxieties and Management Responses in International Business



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Much discussion in the International Business literature is routinely prefaced by recognition of the 'challenging' nature of the managerial tasks and in the current context the image of anxiety is mostly associated with heightened security risks and political tensions. In this book it is argued that international business is 'normally' affected by anxiety to a greater degree than 'domestic' or national business although the boundaries between these categories are increasingly porous. A key actor in the international business environment is the multinational enterprise (MNE) and one can make the case that the organization and politics of the MNE is a potential pool of anxiety. Anxieties are also manifest from the perspectives of countries and localities impacted by MNC activities and investment. All contributions in this volume highlight the complexities of the international business environment or the managerial implication of such complexity.

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