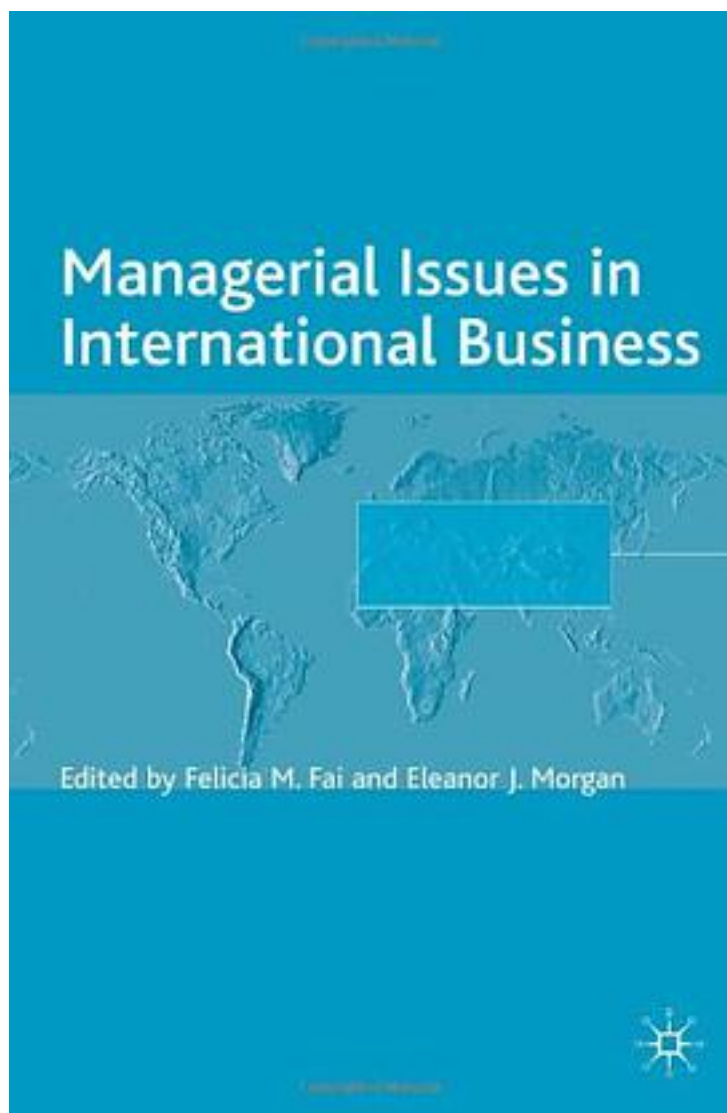


Managerial Issues in International Business



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This 13th volume of the Academy of International Business (AIB) series focuses on a selection of issues reflecting the complexity of challenges faced by managers in today's global economy and the importance of context in managerial decision making. It contains a number of chapters on two major contemporary themes in international business: the internationalization of services and doing business in China. It introduces new perspectives to the conventional theoretical literature on internationalization, in particular the dynamics of corporate internationalization and the influence of culture. It then investigates motives for industrial clustering and the managerial challenges involved in the internationalization of services. Following this, foreign direct investment and its relation to micro-management issues in China, country of origin effects in knowledge transfer and locational strategy are examined. The book concludes with the thoughts of several prominent international business scholars on new directions for international business scholarship.

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