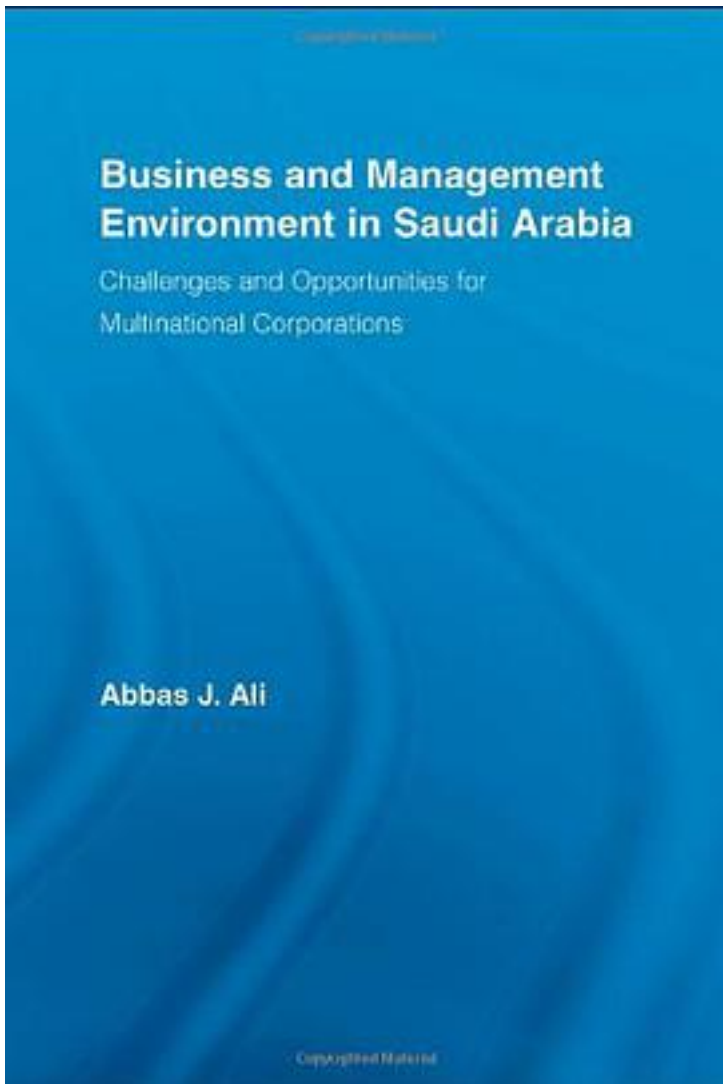


Business and Management Environment in Saudi Arabia



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著者:Ali, Abbas J.

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For the last 60 years, Saudi Arabia has assumed a vital economic role and has been situated on the center stage of the global economic and political scene. While the market was once dominated by American and British firms, and later Japanese corporations, Korean and Chinese companies have now aggressively entered the market and have posed serious challenges to entrenched multinational corporations. The Saudi market has newly become an arena for unbridled competition. As companies must adapt and embark on creative means to sustain their positions in dynamic markets, multinational corporations must also find a comprehensive approach to dealing with cultural and political developments. Having a competitive edge demands familiarity with market nuances and peculiarities in addition to providing quality product and service. Business and Management Environment in Saudi Arabia is not primarily about how to conduct business in the region, but rather it provides insightful information to optimally guide western managers in conducting their operations in Saudi Arabia. The book offers essential information to engage effectively, manage business activities, resolve cultural understandings, and tackle appropriate issues of group dynamics, human resource management, managing change, and development and relations with the government and the general public. As such, it is required reading for both business leaders and academics alike.

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