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P. Doh Villanova University

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Table of Contents

Environmental Foundation

Part One 1 Globalization and

International Linkages 2

## **International Management Culture, Strategy, and Behavior ...**

In order to have a successful strategy implementation, it requires the right attitude, approach and commitment from employees which can only be influenced by culture. When a strategy match with company's culture, the

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International Management:  
Culture, Strategy, and  
Behavior (Hardcover)

Published April 25th 2017 by  
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Hardcover, 672 pages. Author  
(s): Fred Luthans, Jonathan  
P. Doh (Contributor) ISBN:  
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He is co-editor and contributing author of Globalization and NGOs (Praeger, 2003) and Handbook on Responsible Leadership and Governance in Global Business (Elgar, 2005) and co-author of the previous edition of International Management: Culture, Strategy, and Behavior (10th ed., McGraw-Hill/Irwin, 2015), the best-selling international management text.

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