

Handbook of Research on International Business and Models for Global Purpose-Driven Companies

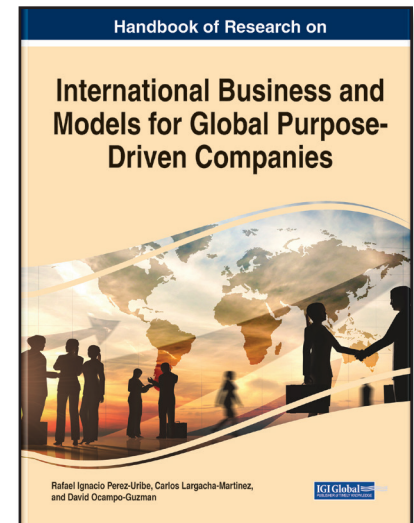
Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:

International businesses struggle to be competitive and influential at the global market level. With the new ideas in the management and leadership disciplines, hard skills are losing or are believed to be losing their strategic relevance while soft skills are praised and highly sought after.

The **Handbook of Research on International Business and Models for Global Purpose-Driven Companies** a pivotal reference source, provides vital research on international business management strategies and applications within internal organizations that allow companies to strategically position themselves for increased success in the global economy. While highlighting topics such as organizational culture, internal communication, and generational workforce, this publication explores leadership disciplines as well as the methods of handling multicultural organizations. This book is ideally designed for entrepreneurs, executives, managers, business professionals, human resource officials, researchers, academicians, and students.



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Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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