
Book Review

Global Business Environment, Understanding Multicultural Behaviour

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Understanding multicultural behavior and the global environments of business is crucial to every manager who belongs to and leads a multinational organization. In recognition of the development and rapidly growing importance of international relations, as well as the need for the educating future managers and professional experts, now it is required to induct a curriculum in business schools which can present the multi-cultural aspects those are essential to survive in the emerging Global Business Environment.

Kamal Dean Parhizgar is Professor of Management and International Business Strategy at Texas A&M International University, Laredo. Previously in the United States, he taught at California State University Campuses in Hayward, Dominguez Hills, and Los Angeles. Professor Parhizgar obtained his undergraduate and graduate degrees from the University of Shiraz and the University of Teheran, and his PhD in 1972 from Northwestern University, Evanston, Illinois. His postdoctoral fellowship was at Northwestern University in 1983.

From this book the author's intention is to establish, as powerfully as possible, a frame of reference that expresses this judgment and method of study which is appropriate to multicultural behavior

In this book, author mainly concerned with technical and philosophical issues of multiculturalism in the light of international and global business practices. The book discusses some of the fundamental issues of multicultural behavior and the

transformation taking place in the global business environment conceptually as well as analytically. This book is divided in to 12 chapters describing various aspects related to multi cultural behavior in today's Global Business Environment. The book seems to be very relevant in the terms of understanding the various concepts those are taking place in the era of globalization. It covers almost all the aspects like ethical behavior, cultural diversity, models, multi cultural, philosophy, international religions etc. Those are key areas, where model management should concentrate to proof their effectiveness.

The beauty of book is that every chapter starts with specific objectives & ends with a short summary & learning exercise with a relevant case. The book is also providing a good list of references those may be helpful in hencing the knowledge in this field but the contents can be improved with more elaborated description.

Overall this book is highly readable & effective for college students, academicians & researchers & helps to understand the specific identification of many cultural & cultural philosophers as well as common interpretation of cultural economy.