
Book Review

Title : Managing Global Business-a strategic perspective
Author : Dr.Mukesh Chaturvedi, MDI Gurgaon & Prof. Aseem Kumar, NDIM
Publishing : (Excel Books, New Delhi 2005, Price Rs. 450)

The book, though a collection of research papers covering various aspects of global business, has been structured and presented as a comprehensive text on some very topical challenges of managing global business.

Globalisation is the order of the day. As a result, business is assuming new dimensions. The manager today needs to understand the bigger picture to be able to create and implement innovative strategies. This book focuses on the issues and strategies for managing global business in the 21st century. It provides an insight into various facets of global markets and marketing. The book contains both the theoretical concepts as well as practical tips.

The structure of the book is unique. The chapters are arranged in ten sequential parts that add to the understanding and practical utility of the book.

The book is a treat for researchers as contributions from academics, researchers and practitioners from around the world have brought in concepts, suggested approaches, and evaluated various tools of managing global business.

All in all, it will be fair to say that this book is a collector's item!

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