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Richard Hodgetts, Professor of Management and International Business at Florida International University, died of cancer in 2002. Dr. Hodgetts was the winner of the 1999 "Outstanding Educator of the Year" Award from the Academy of Management. He was widely respected and a prolific author. His popular text on *International Management* was last issued in 2002 (5th edition) with co-author Fred Luthans (University of Nebraska). An updated version of that text was recently issued by Fred Luthans and Jonathan Doh (Villanova). In the following article, Dean Myoung Ho Lee reviews that new text.

International Management

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International Management: Culture, Strategy and Behavior, 6th edition
by Richard M Hodgetts, Fred Luthans & Jonathan Doh.
McGraw-Hill/Irwin publishers.
hardcover: \$136.56
672pp, 2006
<http://www.mhhe.com/catalogs/>

In the sixth edition of *International Management*, the authors have taken care to retain the effective foundation gained from research and practice over the past decades. At the same time, they have fully incorporated important new and emerging developments that have changed what international managers are currently facing and likely to face in the coming years. Of special importance is that students of international management understand what will be expected of them from the range of stakeholders with whom they interact.

With the passing of the legendary Richard Hodgetts, their co-author and friend, Luthans & Doh dedicate this new edition to his memory. The new edition also adds a new co-author to the team, Jonathan Doh from Villanova University. An active researcher, teacher, consultant and practitioner, Jonathan brings considerable experience, energy, and passion in the areas of international strategy, emerging markets and institutions, and corporate social responsibility as well as a deep understanding of globalization and its implications for international management.

Although the authors have extensive new material in this edition, they nevertheless have streamlined the text to make it even more user-friendly, reducing the number of chapters from 17 to 15, and condensing or repositioning the material so that the most essential elements of each chapter are even clearer and more accessible. They continue to take a balanced approach in the sixth edition of *International Management: Culture, Strategy, and Behavior*. Whereas other texts stress culture, strategy, or behavior, their emphasis on all three and the resulting synergy is a primary reason why the previous editions have been the market-leading international



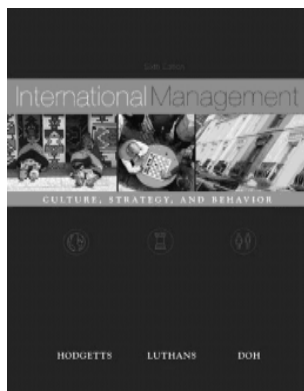
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management text. Specifically, this edition has the following chapter distribution: environment (3 chapters), culture (4 chapters), strategy (4 chapters), and organizational behavior/human resource management (4 chapters). Because International Management is such a dramatically changing field, all of the chapters have been updated and improved.

In particular, for the sixth edition, the authors have incorporated important new content in the areas of globalization/anti-globalization, global corporate responsibility, strategy for emerging markets, international entrepreneurship and new ventures, offshoring and outsourcing, managing alliances and joint ventures, and other developments in the International Management field. They have added emphasis throughout on global ethics and corporate responsibility, recent corporate governance scandals, the importance of global leadership, and the implications of these phenomena for today's and tomorrow's international managers. This new content is not just from popular periodicals; they've incorporated the latest research on international management, including research on the rise of emerging markets, international new ventures, and findings of the comprehensive GLOBE study on cross-cultural leadership.

Another exciting dimension of this edition is the addition of all new chapter-opening articles from *Business Week*. These are very recent, relevant, short news stories to grab readers' interest and attention. A transition paragraph leads readers into the chapter topic. At the end of each chapter, there is a pedagogical feature titled "The World of Business Week - Revisited." Here the authors pose several discussion questions based on the opening news article. Answering them requires readers to draw from the chapter material. Suggested answers to these discussion questions appear in the Instructor's Manual, where the authors also provide some multiple choice and true-false questions that draw directly from the

story for instructors who want to include this material in their tests.

Another end-of-chapter feature is the "Internet Exercise." The purpose of each exercise is to encourage students to use the Internet to find information from the Web sites of prominent MNCs to answer relevant questions about the chapter topic. An end-of-book feature is a series of skill-building and experiential exercises for aspiring international managers. These in-class exercises represent the various parts of the text (culture, strategy, and behavior) and provide hands-on experience.

The use of cases is featured and enhanced in this edition. The two short end-of-chapter cases have been updated. These cases—"In the International Spotlight" and "You Be the International Management Consultant"—can be read and discussed in class. "Integrative Cases" positioned at the end of each part provide opportunities for reading and analysis outside of class. Review questions provided for each case are intended to facilitate lively and productive written analysis or in-class discussion. Their "Brief Integrated Cases" typically explore a specific situation or challenge facing an individual or team. Their longer and more detailed "In-Depth Integrated Cases" provide a broader discussion of the challenges facing a company. These two formats—new to this edition—allow maximum flexibility so that the instructors can use the cases in a tailored and customized fashion. Accompanying each in-depth case is a short exercise that can be used in class to reinforce both the substantive topic and students' skills in negotiation, presentation, and analysis. About half of the "Integrative Cases" are new to this edition. Several new cases were developed specifically for this book, including cases on Wal-Mart, HP-Compaq, BP, AirAsia, and Chiquita. In addition to the popular skill-building exercises, they've included two new in-class simulations as an end-of-book feature.

Along with the new or updated "International Management in Action"

boxed application examples within each chapter and other pedagogical features at the end of each chapter (i.e., "Key Terms," "Review and Discussion Questions," "The World of Business Week—Revisited," and "Internet Exercise"), the end-of-part brief and in-depth cases, and the end-of-book skill-building exercises and simulations provide the complete package for relating text material to the real world of International Management. To help instructors teach International Management, this text is accompanied by a revised and expanded Instructor's Resource Manual and Test Bank. This edition includes entirely new and high-caliber PowerPoint presentation slides for each chapter and a set of videos complementing many of the key concepts and examples from the text.

International Management is generally recognized to be the first "mainline" text of its kind. Strategy casebooks and specialized books in organizational behavior, human resources, and international business, finance, marketing, and economics preceded it, but there were no international management texts before this one, and it remains the market leader. The authors have had sustainability because of the effort and care put into the revisions. I hope you agree that the sixth edition continues the tradition and remains the best "world-class" text for the study of International Management. ■

Members of DSI are invited to suggest books that should be reviewed in this column and reviewers to review them. Send suggestions to the Feature Editor.

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