



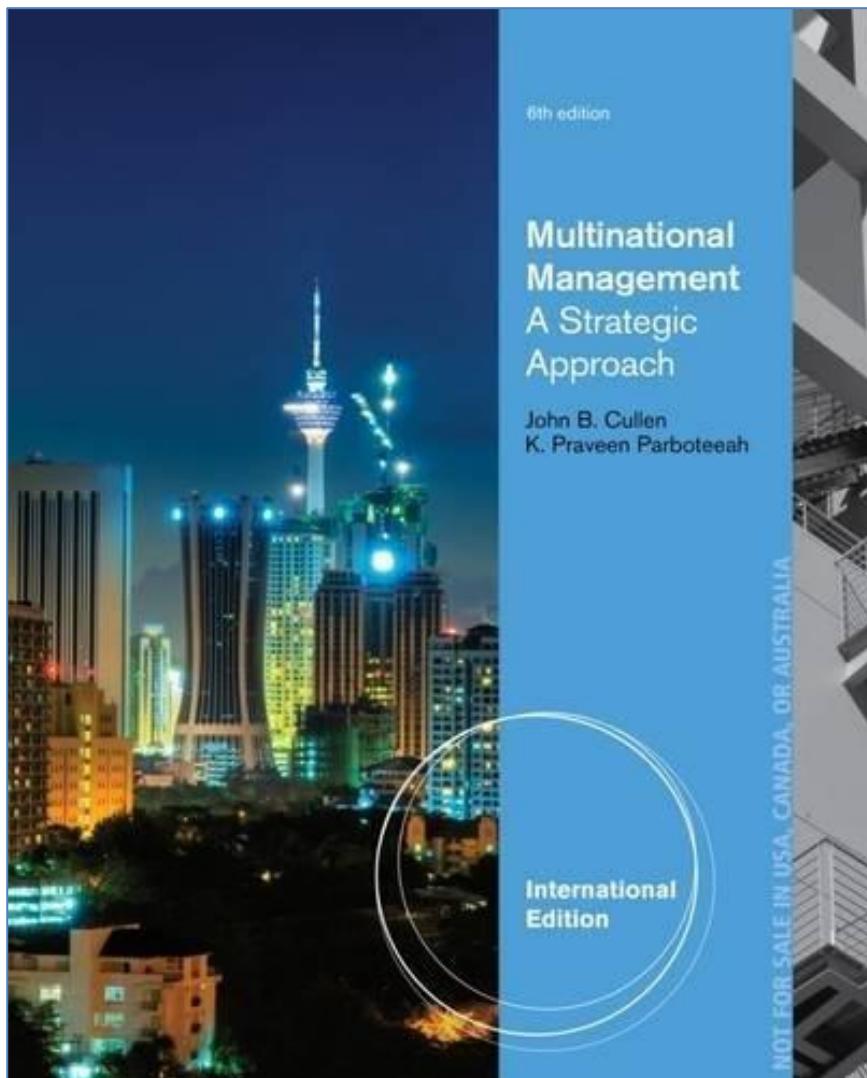
Book Review

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Book Title : Multinational Management : A Strategic Approach

Authors : Cullen, J.B. & Parboteeah, K.P.

Reference : Cullen, J.B. & Parboteeah, K.P. (2014). **Multinational Management : A Strategic Approach.** 6th Ed. USA : South-Western Cengage Learning.





About the authors, John B. Cullen has been working as a Professor of Management, Ph.D. Program Director, and the Huber Chair of Entrepreneurial Studies at Washington State University. Additionally, K. Praveen Parboteeah, he has been working a Professor of International Management in the Department of Management, University of Wisconsin-Whitewater. For the 6th present edition, the authors as Cullen, J.B. and Parboteeah, K.P. had chapter organized into five parts namely 1) Fundamental of Multinational Management, 2) Strategy Content and Formulation for Multinational Companies, 3) Management Process in Strategy Implementation: Design Choice for Multinational Companies, 4) Strategy Implementation for Multinational Companies: Human Resource Management, and 5) Strategy Implementation for Multinational Companies: Interaction Processes.

Having challenged context, the definition of terms and data presentation through table, graph, chart and figure diagram provided more understanding in each chapter. A case in point has added in the back of each chapter to drive each readers or students to analyze and criticize. Interestingly, the discussion questions have guided to generate discussion platform in a classroom. However, within the contents of the whole book, the authors have been trying to narrow for understanding practically the strategic procedures started with strategic formulation, selection, and implementation. It unfortunately lacks of strategic evaluation even linking the strategic processes through multinational context.

To be concluded, the three main strategic processes as formulation, selection and implementation have been discussed through relevant multinational contexts. For the new edition suggestion, a topic of strategic evaluation should be argued additionally to provide whole understanding in strategic procedures.