



Literature

PART 1: Management Communications

Reputation Management

Schwaiger, M. (2004). Components and Parameters of Corporate Reputation - an Empirical Study. *Schmalenbach Business Review*, 56, 46-71.

Fombrun, C. (1996). *Reputation*. Boston, Mass.: Harvard Business School Press.

Raithel, S., & Schwaiger, M. (2015). The Effects of Corporate Reputation Perceptions of the General Public on Shareholder Value. *Strategic Management Journal*, 36(6), 945-956.

Corporate Social Responsibility

Werther Jr, W. B., & Chandler, D. (2010). *Strategic Corporate Social Responsibility: Stakeholders in a Global Environment*. Thousand Oaks: Sage Publications.

Preston, L. E., & O'Bannon, D. P. (1997). The Corporate Social-Financial Performance Relationship: A Typology and Analysis. *Business & Society*, 36(4), 419-429.

Crisis Management

Argenti, P. A. (2007). *Corporate Communication*. 4th ed., New York: McGraw Hill.

Coombs, W. T. (2012). *Ongoing Crisis Communication: Planning, Managing, and Responding*. 3rd ed., Thousands Oaks: SAGE Publications.

Pearson, C. M., & Mitroff, I. I. (1993). From Crisis Prone to Crisis Prepared: A Framework for Crisis Management. *The Academy of Management Executive*, 7(1), 48-59.

Negotiation Analysis

Fisher, R. & Ury, W. (1991). *Getting to Yes – Negotiating an Agreement Without Giving In*. Berkshire: Random House.

Raiffa, H., Richardson J. & Metcalfe, D. (2007). *Negotiation Analysis – The Science and Art of Collaborative Decision Making*. Cambridge: Harvard University Press.

Berkel, G. (2020). *Learning to Negotiate*. Cambridge: Cambridge University Press.

PART 2: International Management

Basic readings:

Morschett, D., Schramm-Klein, H. & Zentes, J. (2015). *Strategic International Management*. Wiesbaden: Springer Gabler.

Rugman, A. & Collinson, S. (2009). *International Business*. London: Prentice Hall.

Chapter 2 – Why Companies Go International

Dunning, J. H. (1973). The Determinants of International Production. *Oxford Economic Papers*, 25(3), 289-336.

Chapter 3 - The Political, Economic, and Legal Environment

Wall, S. & Rees, B. (2004). *International Business*. Harlow, Pearson Education Limited, Chapter 5.

Rugman, A. & Collinson, S. (2009). *International Business*. London: Prentice Hall, Chapter 4, Chapter 13.

Chapter 4 - International Division of Value Creation

Trent, R. J., & Monczka, R. M. (2002). Pursuing Competitive Advantage Through Integrated Global Sourcing. *Academy of Management Perspectives*, 16(2), 66-80.

Skjoett-Larsen, T. (2000). European Logistics Beyond 2000. *International Journal of Physical Distribution & Logistics Management*, 30(5), 377-387.

Chapter 5 - Cross-Cultural Management

Deresky, H. (2006). *International Management. Managing across Borders and Cultures*. London: Prentice Hall, Chapter 3

Gesteland, R. (1999). *Cross-Cultural Business Behaviour*. Copenhagen: Copenhagen Business School Press.

Hofstede, G. (2005). *Culture and Organisations. Software of the Mind*. New York: McGraw-Hill.

Chapter 6 - Standardization versus Differentiation

Levitt, T. (1983). The Globalization of Markets. *Harvard Business Review*, 61(3), 92-102.

Theodosiou, M., & Leonidou, L. C. (2003). Standardization Versus Adaptation of International Marketing Strategy: An Integrative Assessment of the Empirical Research. *International Business Review*, 12(2), 141-171.

Chapter 7 - Corporate Aspects of International Management

Brett, J., Behfar, K., & Kern, M. (2006). Managing Multicultural Teams. *Harvard Business Review*, 84(11), 84-91.