

Literature

PART 1: Management Communications

Reputation Management

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Fombrun, C. (1996). *Reputation*. Harvard Business Review 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

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Crisis Management

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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

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

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PART 2: International Management

Basic Readings:

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Chapter 2 – Why Companies Go International

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Chapter 3 - The Political, Economic, and Legal Environment

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→ 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. (2016). *International Management: Managing across Borders and Cultures* (9th ed.). Prentice Hall. → Chapter 3

Gesteland, R. (2012). *Cross-Cultural Business Behavior* (5th ed.). Copenhagen Business School Press.

Hofstede, G., Hofstede G. J., & Minkov, M. (2010). *Culture and Organizations: Software of the Mind* (3rd ed.). McGraw-Hill.

Chapter 6 - Standardization versus Differentiation

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Chapter 7 - Corporate Aspects of International Management

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