

# Management Requirements Through International Cooperation - Carsten Bette

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Internationalization is an omnipresent phenomenon in our world today. No one thinks explicitly about internationalization when one buys a book at Amazon or goes to Mc Donald's for lunch. These are only two examples for big multinational companies which are doing business worldwide. International trade and cross-border business connections have quite a long history. The first large trade network was the Hanseatic League in the Middle Ages which was located in North and Middle Europe. Now there are even bigger communities like the EU or the NAFTA.<sup>1</sup> Beside these there are also political institutions like the OECD<sup>2</sup>, the World Bank or the World Trade Organisation (WTO) which influence and support worldwide business activities. But what does the term 'international management' mean and why becomes it more and more important for us? Management characterizes the control and coordination activities concerning goal-oriented organizations.<sup>3</sup> These activities occur in the first place in the domestic business of companies. But much more complex is the management in international business which is defined as 'the study of transactions taking place across national borders for the purpose of satisfying the needs of individuals and organizations.'<sup>4</sup> -----<sup>1</sup> North American Free Trade Agreement, founded in 1994 by Canada, Mexico and the USA<sup>2</sup> Organisation for Economic Co-operation and Development<sup>3</sup> Thomae (2002), p.174 Rugman/ Hodgetts (1995), p.4 Author: Bette, Carsten Publisher: GRIN Verlag Illustration: N Language: ENG Title: Management Requirements through International Cooperation Pages: 00023 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638300384 Category: Business & Economics : Management - General

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