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INTERNATIONAL MANAGEMENT

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M. A. RAKHMATOV

Fourth edition



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 ПИТЕР®

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International Management

Fourth edition

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The 4th edition features a large new chapter on international tax planning, covers SME's globalization survival issues, as well as main internationalization trends in the Russian business.

The textbook is geared toward students, post-graduates, and the faculties of economic schools and other higher education facilities majoring on management, and can be recommended to wider audience of professionals who deal with international aspects of Russian companies' business. Recommended by the Russian Ministry of General and Professional Education as a textbook for higher education facilities' students majoring in Management.

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FOREWORD TO ENGLISH EDITION

Russian economy is distinctly different from the economy of many other countries. Due to totalitarian rule and isolationist policies, the open markets were officially banned in both economic and organizational aspects for over 70 years.

The international business in Russia emerged in the early 1990s together with the national business itself. The transition to market relations showed past approaches and accumulated knowledge to be completely obsolete and irrelevant. The new knowledge was needed—the knowledge of finances, of marketing, of management, of foreign relations as well as of other social and economic aspects. The global economy which came into being in the second half of the 20th century placed additional demands on the new approaches and new knowledge. All these factors further complicated already challenging tasks of teaching economy in the Russian colleges and universities.

It should be noted, however, that it was in the international management where the largest gap between the textbooks and the real-life foreign trade requirements existed. Neither students, nor the university or college professors of economy had any textbooks or other respectable teaching materials on international management in the Russian language.

This book, originally published in 2000, was the first to address this problem. It was based on the course of lectures offered by the International Management Department at the Saint Petersburg State University of Economics and Finance. Being innovative by the structure, the book covers wide range of issues, providing essentially complete picture of the international management problems and their possible solutions. The authors continually work on improving the book, bringing it up-to-date with the current economy trends. Over the last decade it went through four editions.

This English language edition was authored by:

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It is our hope that this textbook will be noted by the Western professionals, teachers, and students, especially those interested in active cooperation with Russia.