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Literary History: Towards a Global Perspective is a research project funded by the Swedish Research Council (Vetenskapsrådet). Initiated in 1996 and launched in 1999, it aims at finding suitable methods and approaches for studying and analysing literature globally, emphasizing the comparative and intercultural aspect. Even though we nowadays have fast and easy access to any kind of information on literature and literary history, we encounter, more than ever, the difficulty of finding a credible overall perspective on world literary history. Until today, literary cultures and traditions have usually been studied separately, each field using its own principles and methods. Even the conceptual basis itself varies from section to section and the genre concepts employed are not mutually compatible. As a consequence, it is very difficult, if not impossible, for the interested layperson as well as for the professional student, to gain a clear and fair perspective both on the literary traditions of other peoples and on one's own traditions. The project can be considered as a contribution to gradually removing this problem and helping to gain a better understanding of literature and literary history by means of a concerted empirical research and deeper conceptual reflection. The contributions to the four volumes are written in English by specialists from a large number of disciplines, primarily from the fields of comparative literature, Oriental studies and African studies in Sweden. All of the literary texts discussed in the articles are in the original language. Each one of the four volumes is devoted to a special research topic.

GARDNER'S ART THROUGH THE AGES: A CONCISE GLOBAL HISTORY, 4th Edition has been written from the ground up to create a one-semester, student-friendly introduction to art

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history while retaining the impeccable reliability and scholarship of GARDNER'S ART THROUGH THE AGES. This beautifully illustrated fourth edition has been updated to make it easier than ever for students to master the material. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle.

Although many firms label themselves 'global', very few can back this up with truly global sales and operations. In *The Regional Multinationals* Alan Rugman examines first-hand data from multinationals and finds that most multinationals are strongly regional, with international operations in their home regions of North America, the US or Asia. Only a tiny proportion of the world's top 500 companies actually sell the same product and deliver the same services around the world. Rugman exposes the facts behind the popular myths of doing business globally, explores a variety of regional models and offers an authoritative agenda for future business strategy. *The Regional Multinationals* is the essential resource for all academics and students in International Business, Organization and Strategic Management, as well as those with an interest in finding out how multinationals really work in practice and how future strategy must respond.

Abstract: Rationalization and stabilization following the Asian financial crisis of the late 1990s combined with the expansion and liberalization of regional and global trade to create significant

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parts industries in China, Indonesia, and the Republic of Korea. Conventional policies of stabilization and liberalization, however, cannot fully explain growth patterns. Japan and Korea grew into major players before liberalizing trade and investment, while even after extensive liberalization Indonesia has yet to move from extensive to intensive growth. These anomalies suggest that to explain success in the auto parts industry we need to move beyond liberalization to look at policies and institutions promoting economies of scale, skill formation, quality upgrading, supplier-linkage cooperation, and innovation. In Japan, the regional and global leader, innovative assemblers led industrial development and supported key suppliers, but the government also supported diffusion of quality control techniques and new technology to small and medium enterprises, and encouraged stable employment among core employees. Korea remains weaker on both small and medium enterprise and employment fronts, but government-encouraged consolidation around a small number of business groups, an extended period of protection, and support for export promotion led to economies of scale. Liberalization of foreign investment after the financial crisis helped ameliorate the excessive statism of earlier policies and strengthened the parts industry. In China, liberalization for WTO entry, rapid expansion in demand, and strong support by local governments encouraged a wave of foreign investment in both assembly and parts. In contrast, institutional weaknesses continue to constrain development opportunities in Indonesia.

This book is a collection of Fr. Aloysius Deeney's conferences presented to the Secular Order of Discalced Carmelite (OCDS) members worldwide. His practical and insightful talks are primarily directed to the members of the Secular Order of Discalced Carmelites and others who are interested in the tradition of Discalced Carmelites. The author is notable for his extensive

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knowledge and understanding of the secular branch of the order and its unique lay vocation. As a result, OCDS members are the true beneficiaries of this book. This book is a “must read” for all members of the Secular Order and anyone interested in learning more about it. Father Deeney not only explores Carmelite spirituality but also addresses the practical aspects of the Secular Order vocation, from discernment about candidates to the function of the community council and the roles and importance of new OCDS legislation and Constitutions. Small enough to toss into a camera bag, yet thorough in coverage, Hove User's Guides are the best all-around camera manuals available. Each book describes the special features and operation of a single camera model or model family.

Global and Culturally Diverse Leaders and Leadership explores diverse cultural leadership styles and paradigms that are dynamic, complex, globally authentic and culturally competent for the 21st century. An outstanding group of scholars considers how the different worldviews and lived experiences of leaders influence their leadership styles. They discuss several dimensions, models and initiatives for examining leadership in a global and diverse world, ultimately offering ways in which these leadership processes may be assessed and cultivated in a culturally sensitive and ecologically valid manner. Redefining leadership as global and diverse, this book imparts a new understanding of the criteria for selecting, training and evaluating leaders in the 21st century.

A single-source guide to classical music introduces 240 composers who form the core of essential music literacy, presenting their lives and contributions in chronological order. Asian countries are catching up with the West by transforming their primarily agrarian societies into industrial powerhouses. Manufacturing is driving innovation, productivity growth, and

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higher standards of living for billions of Asians. In the colonial past, the Asian production and supply chains served Western consumers. The world is now poised to evolve, led by a unified Asian business landscape capable of driving sustainable global growth within industries and markets. The *Global Rise of Asian Transformation* provides insights into the complex process of macro-political and economic dynamics reshaping the business landscape throughout Asia. This edited collection lays bare the megatrends that are challenging the region, including emerging consumers, urbanization, infrastructure, climate change, and energy megatrends that will further bolster the region's world standing if governments and businesses handle them adeptly. Case studies of major international companies, such as Sony, Lenovo, and Tata Motors, are also included.

A COMPANION TO THE GLOBAL RENAISSANCE An innovative collection of original essays providing an expansive picture of globalization across the early modern world, now in its second edition *A Companion to the Global Renaissance: Literature and Culture in the Era of Expansion, 1500–1700, Second Edition* provides readers with a deeper and more nuanced understanding of both macro and micro perspectives on the commercial and cross-cultural interactions of the sixteenth and seventeenth centuries. Covering a uniquely broad range of literary and cultural materials, historical contexts, and geographical regions, the Companion's varied chapters offer interdisciplinary perspectives on the implications of early modern concepts of commerce, material and artistic culture, sexual and cross-racial encounters, conquest and enslavement, social, artistic, and religious cross-pollinations, geographical "discoveries," and more. Building upon the success of its predecessor, this second edition of *A Companion to the Global Renaissance* radically extends its scope by moving beyond England

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and English culture. Newly-commissioned essays investigate intercultural and intra-cultural exchanges, transactions, and encounters involving England, European powers, Eastern kingdoms, Africa, Islamic empires, and the Americas, within cross-disciplinary frameworks. Offering a complex and multifaceted view of early modern globalization, this new edition: Demonstrates the continuing global “turn” in Early Modern Studies through original essays exploring interconnected exchanges, transactions, and encounters Provides significantly expanded coverage of global interactions involving England, European powers such as Portugal, Spain, and The Netherlands, Eastern empires such as Japan, and the Ottoman, Safavid, and Mughal empires Includes a Preface and Afterword, as well as a revised and expanded Introduction summarizing the evolving field of Global Early Modern Studies and describing the motifs and methodologies informing the essays within the volume Explores an array of new subjects, including an exceptional woman traveler in Eurasia, the Jesuit presence in Mughal India and sixteenth-century Japan, the influence of Mughal art on an Amsterdam painter-cum-poet, the cultural impact of Eastern trade on plays and entertainments in early modern London, Safavid cultural disseminations, English and Portuguese slaving practices, the global contexts of English pattern poetry, and global lyric transmissions across cultures A wide-ranging account of the global expansions and interactions of the period, *A Companion to the Global Renaissance: Literature and Culture in the Era of Expansion, 1500–1700*, Second Edition remains essential reading for early modern scholars and students ranging from undergraduate and graduate students to more advanced scholars and specialists in the field. *Global Marketing Management*, 8th Edition combines academic rigor, contemporary relevance, and student-friendly readability to review how marketing managers can succeed in the

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increasingly competitive international business environment. This in-depth yet accessible textbook helps students understand state-of-the-art global marketing practices and recognize how marketing managers work across business functions to achieve overall corporate goals. The author provides relevant historical background and offers logical explanations of current trends based on information from marketing executives and academic researchers around the world. Designed for students majoring in business, this thoroughly updated eighth edition both describes today's multilateral realities and explores the future of marketing in a global context. Building upon four main themes, the text discusses marketing management in light of the drastic changes the global economy has undergone, the explosive growth of information technology and e-commerce, the economic and political forces of globalization, and the various consequences of corporate action such as environmental pollution, substandard food safety, and unsafe work environments. Each chapter contains review and discussion questions to encourage classroom participation and strengthen student learning.

This collection of critical essays investigates the intersections of the global and local in literature and language. Exploring the connections that exist between global forms of knowledge and their local, regional applications, this volume explores multiple ways in which literature is influenced, and in turn, influences, movements and events across the world and how these are articulated in various genres of world literature, including the resultant challenges to translation. This book also explores the way in which languages, especially English, transform and continue to be reinvented in its use across the world. Using perspectives from sociolinguistics, discourse analysis and semiotics, this volume focuses on diasporic literature, travel literature, and literature in translation from different parts of the world

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to study the ways in which languages change and grow as they are sought to be 'owned' by the communities which use them in different contexts. Emphasizing on interdisciplinary studies and methodologies, this collection centralizes both research that theorizes the links between the local and the global and that which shows, through practical evidence, how the local and global interact in new and challenging ways.

Traces the influence of Cartesian psycho-physiology & the British empiricism on British rhetoricians of the late eighteenth century.

The final book of the Bible, Revelation prophesies the ultimate judgement of mankind in a series of allegorical visions, grisly images and numerological predictions. According to these, empires will fall, the "Beast" will be destroyed and Christ will rule a new Jerusalem. With an introduction by Will Self.

See the world in a whole new way! Acclaimed illustrator Julia Rothman combines art and science in this exciting and educational guide to the structure, function, and personality of the natural world. Explore the anatomy of a jellyfish, the inside of a volcano, monarch butterfly migration, how sunsets work, and much more. Rothman's whimsical illustrations are paired with interactive activities that encourage curiosity and inspire you to look more closely at the world all around you.

The volatility of climate change is increasing. It is bad news, and many climatologists, policy analysts and environmental groups regard the West as the largest contributor to the problems caused by climate change. This book raises questions concerning the systemic and cultural reasons for Western countries'

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unwillingness to bear full responsibility for their carbon emissions. Is the Western paradigm failing? Can other cultures offer solutions? Are there alternatives for designing a better future? Just as the roots of the problem of climate change are cultural, the solution must be too. The contributors to *Global Ethics on Climate Change* explore cultural alternatives. This differs from conventional climate ethics, which tends to address the crisis with utilitarian, legalistic, and analytic tools. The authors in this volume doubt whether such paradigm patches will work. It may be time to think outside the box and consider non-Western insights about the good life, indigenous wisdom on being-in-the-world, and new ideas for civil evolution. This book is an examination of candidates for a Plan B. This book was published as a special issue of the *Journal of Global Ethics*.

Harold Bloom explores our Western literary tradition by concentrating on the works of twenty-six authors central to the Canon. He argues against ideology in literary criticism; he laments the loss of intellectual and aesthetic standards; he deplores multiculturalism, Marxism, feminism, neoconservatism, Afro-centrism, and the New Historicism.

Author and award-winning scholar-professor Fred Kleiner continues to set the standard for art history textbooks, combining impeccable and authoritative scholarship with an engaging approach that discusses the most significant

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artworks and monuments in their full historical and cultural contexts. The most widely read and respected history of art and architecture in the English language for over 85 years, the 15th edition of GARDNER'S ART THROUGH THE AGES: A GLOBAL HISTORY, VOLUME I includes nearly 200 new images, new pedagogical box features, images that have been upgraded for clarity and color-fidelity, revised and improved maps and architectural reconstructions, and more. More than 40 reviewers -- both generalists and specialists -- contributed to the accuracy and readability of this edition. GARDNER's has built its stellar reputation on up-to-date and extensive scholarship, reproductions of unsurpassed quality, the consistent voice of a single storyteller, and more online resources and help for students and instructors than any other art survey text. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

' Amid the current, protracted recession in Japan, new corporations — termed global excellent companies by the authors of this book — have been rising since the end of the 20th century. They are not yet in the spotlight but have a huge market share worldwide with regard to their specialized products and services. These corporations have climbed to the top of the global market while many other large Japanese companies have fallen into a slump. The authors

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highlighted their corporate policies and strategies for achieving high earnings — the secret of “producing something from nothing” and “enabling the lesser to win against the greater”. They have long focused on specific niches, improved the speed of their business undertaking, and effectively used information technology. The authors set out to study these companies and analyze their practices so as to gain insight into the way companies should be managed in the 21st century. Contents: Obscure Top Global Companies in Japan Niche Specialization — Speed Niche Specialization — Customizing Niche Specialization — Globalizing First in the World Growing in the Parent Company's Nest Creating New Business Rules for Becoming a Top Global Company People and Organization of Top Global Companies Readership: Students, professionals and lay people interested in management and business subjects. Keywords: Reformation; Speed; Speciality; Niche; Self-Reliant; Entrepreneurship Reviews: “The authors have put together a select set of case studies, which will be useful for academic researchers to carry out further work and for businesses that might be interested in some practical aspects of strategies pursued by these top global companies.” Journal of Asian Business '

The Western Canon The Books and School of the Ages Houghton Mifflin Harcourt Drawing from expansive international experience and expertise, Holt goes

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beyond the traditional text and delves beneath the surface of international management. This text offers a truly global perspective, incorporating research and case examples from around the globe - not just the United States and Canada. The text focuses on the most important aspect of international management: leadership in a cross-cultural, multidomestic, and multicultural environment. The market includes all universities that teach a course in International Management. It may be used for both upper-division undergraduate and graduate level courses.

In recent years, historians across the world have become increasingly interested in transnational and global approaches to the past. However, the debates surrounding this new border-crossing movement have remained limited in scope as theoretical exchanges on the tasks, responsibilities and potentials of global history have been largely confined to national or regional academic communities. In this groundbreaking book, Dominic Sachsenmaier sets out to redress this imbalance by offering a series of new perspectives on the global and local flows, sociologies of knowledge and hierarchies that are an intrinsic part of historical practice. Taking the United States, Germany and China as his main case studies, he reflects upon the character of different approaches to global history as well as their social, political and cultural contexts. He argues that this new global trend in

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historiography needs to be supported by a corresponding increase in transnational dialogue, cooperation and exchange.

Thinking German Translation is a comprehensive practical course in translation for advanced undergraduate students of German and postgraduate students embarking on Master's translation programmes. Now in its third edition, this course focuses on translation as a decision-making process, covering all stages of the translation process from research, to the 'rewriting' of the source text in the language of translation, to the final revision process. This third edition brings the course up to date, referencing relevant research sources in Translation Studies and technological developments as appropriate, and balancing the coverage of subject matter with examples and varied exercises in a wide range of genres from both literary and specialised material. All chapters from the second edition have been extensively revised and, in many cases, restructured; new chapters have been added—literary translation; research and resources—as well as suggestions for further reading. Offering around 50 practical exercises, the course features material from a wide range of sources, including: business, economics and politics advertising, marketing and consumer texts tourism science and engineering modern literary texts and popular song the literary canon, including poetry A variety of translation issues are addressed, among

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them cultural differences, genre conventions, the difficult concept of equivalence, as well as some of the key differences between English and German linguistic and textual features. Thinking German Translation is essential reading for all students seriously interested in improving their translation skills. It is also an excellent foundation for those considering a career in translation. A Tutor's Handbook offers comments and notes on the exercises for each chapter, including not only translations but also a range of other tasks, as well as some specimen answers. It is available to download from www.routledge.com/9781138920989.

This text consists of cases of European Businesses in Asia Pacific, Asian Businesses in Asia Pacific and Asian Businesses in Global Competition. It covers a wide range of topics including, human resources, corporate culture, strategic planning, cross-cultural marketing, marketing strategy, manufacturing, alliances and partnership, utilising information technologies, entry into new markets and many more. It will be relevant to many courses in the areas of general management, international management and strategy.

Argues that leaders of international corporations need to understand themselves, their employees, their business, and the cultures in which they are working, and offers profiles of countries and cultures

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The Future of the World is devoted to the intriguing field of study which emerged after World War Two, futurism or futurology. Jenny Andersson explains how futurist scholars and researchers imagined the Cold War and post Cold War world and the tools and methods they would use to influence and change that world. Futurists were a motley crew of Cold War warriors, nuclear scientists, journalists, and peace activists. Some argued it should be a closed sphere of science defined by delimited probabilities. They were challenged by alternative notions of the future as a potentially open realm.

Futurism also drew on an eclectic range of repertoires, some of which were deduced from positivist social science, mathematics, and nuclear physics, and some of which sprung from alternative forms of knowledge in science fiction, journalism, or religion. These different forms of prediction laid very different claims to how accurately futures could be known, and what kind of control could be exerted over what was yet to come. The Future of the World carefully examines these different engagements with the future, and inscribes them in the intellectual history of the post war period. Using unexplored archival collections, The Future of the World reconstructs the Cold War networks of futurologists and futurists.

Author and award-winning scholar-professor Fred Kleiner continues to set the standard for art history textbooks, combining impeccable and authoritative scholarship with an engaging approach that discusses the most significant artworks and monuments in their full historical and cultural contexts. The most widely read and respected history of art

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and architecture in the English language for over 85 years, the 15th edition of GARDNER'S ART THROUGH THE AGES: A GLOBAL HISTORY includes nearly 200 new images, new pedagogical box features, images that have been upgraded for clarity and color-fidelity, revised and improved maps and architectural reconstructions, and more. More than 40 reviewers -- both generalists and specialists -- contributed to the accuracy and readability of this edition. GARDNER's has built its stellar reputation on up-to-date and extensive scholarship, reproductions of unsurpassed quality, the consistent voice of a single storyteller, and more online resources and help for students and instructors than any other art survey text. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

“Integrates modern cooking technique with innovative classical cocktail preparation . . . invaluable for aspiring mixologists looking to go pro.”—Jim Meehan, author of The PDT Cocktail Book Home to the Western Hemisphere’s largest spirit collection, Seattle bar Canon: Whiskey and Bitters Emporium has achieved unprecedented, worldwide acclaim. Named Best Bar in America by Esquire, Canon received Tales of the Cocktail Spirited Awards for World’s Best Drinks Selection (2013) and World’s Best Spirits Selection (2015), and Drinks International included it on their prestigious World’s 50 Best Bars list. In his debut, legendary bartender and Canon founder Jamie Boudreau offers 100 cocktail recipes ranging from riffs on the classics, like the Cobbler’s Dream

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and Corpse Reviver, to their lineup of original house drinks, such as the Truffled Old Fashioned and the Banksy Sour. In addition to tips, recipes, and formulas for top-notch cocktails, syrups, and infusions, Boudreau breaks down the fundamentals and challenges of opening and running a bar—from business plans to menu creation. The Canon Cocktail Book is poised to be an essential drinks manual for both the at-home cocktail enthusiast and bar industry professional. “If you’re lucky enough to have drunk at Canon, the bar, you’ll find reading Canon, the cocktail book, remarkably similar: rich in detail, surprising, sometimes challenging, and always delightful. If you haven’t been to Canon, at least read the book. A few pages in and you’ll be on your phone, booking a flight to Seattle.”—David Wondrich, author of *Imbibe!* and *Punch* “The collection is unassailable . . . This terrific resource is sure to send armchair bartenders scurrying to their shakers.”—*Publishers Weekly*

This definitive text will bring a new level of professionalism to courses in International Management. Truly global in focus, it is a comprehensive primer on the challenges and prospects of international management, with a particular emphasis on developing global managers who are skilled in economics, strategy, and general management. In addition, the authors help readers develop an in-depth understanding of the role of cultural differences in managerial effectiveness. The text is divided into three parts: the emerging global economy; culture, organization, and strategy; and managing global operations. Management topics include: organizing for international business, global

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business strategy, building strategic alliances, international negotiations, global staffing, managing a competitive workforce, TQM and employee involvement, and managing multicultural teams. Throughout the text, the authors integrate current conceptual materials on global management with in-depth country analyses and real-world business examples. Each chapter begins with an opening case vignette (from countries around the world) and concludes with a list of key terms and in-depth exercises (Global Manager's Workbook). The text also provides country ratings for 50 countries on economic activity, political risk, and cultural differences, as well as a 35 item instrument for students to measure their own cultural awareness

This fresh new text introduces IB from a truly global and contemporary perspective. Packed with case studies drawn from an impressive spectrum of countries, International Business enables students to link theory with practice and encourages critical thinking. Particular emphasis is placed on key issues such as the growing role of SMEs and entrepreneurship in IB, ethics, CSR, corporate governance and global warming.

The Book Caters To Undergraduate And Graduate Students In Management Schools In India And Most Asian And Latin American Universities For Core Or Elective Paper, And Will Also Prove Useful To Them As Practising Managers Since It Develops New Concepts Deriv

Twenty-one authors from a variety of backgrounds analyse the global

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competitiveness of the Asian firm in different parts of the world and at different phases of their internationalisation process. They find that the Asian firms' emphasis on 'soft' skills such as networking, organisational learning and sharing stands in sharp contrast to the economic rationality of Western firms, which stress individual performance measurement, clearly defined responsibilities and accountability. Asian firms face serious problems in adjusting their systems to the Western environment without losing their competitiveness.

The Handbook of Anglophone World Literatures is the first globally comprehensive attempt to chart the rich field of world literatures in English. Part I navigates different usages of the term 'world literature' from an historical point of view. Part II discusses a range of theoretical and methodological approaches to world literature. This is also where the handbook's conceptualisation of 'Anglophone world literatures' – in the plural – is developed and interrogated in juxtaposition with proximate fields of inquiry such as postcolonialism, translation studies, memory studies and environmental humanities. Part III charts sociological approaches to Anglophone world literatures, considering their commodification, distribution, translation and canonisation on the international book market. Part IV, finally, is dedicated to the geographies of Anglophone world literatures and provides sample interpretations of literary texts written in

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English.

A nation's economic success depends on the capacity of its companies and trading organizations to develop business relationships, trade and do business in the international arena. Doing business across borders subtly changes the processes and skills the successful manager needs. Cultural, social, geographic and legal factors serve to complicate the picture. The mantra for managers today is think global, act local. In this handbook the authors concentrate on the big developments that currently are happening at an international level. They consider how managers operating in the global business landscape must change what they do to create advantages and remain competitive. The Global Business Handbook is based on the structure of the very successful IÉSEG International School of Management's programme on international management. It includes a global focus, backed by the latest research on different aspects of international business carried out in different parts of the world.

The Fairy Tale World is a definitive volume on this ever-evolving field. The book draws on recent critical attention, contesting romantic ideas about timeless tales of good and evil, and arguing that fairy tales are culturally astute narratives that reflect the historical and material circumstances of the societies in which they are produced. The Fairy Tale World takes a uniquely global perspective and

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broadens the international, cultural, and critical scope of fairy-tale studies. Throughout the five parts, the volume challenges the previously Eurocentric focus of fairy-tale studies, with contributors looking at: • the contrast between traditional, canonical fairy tales and more modern reinterpretations; • responses to the fairy tale around the world, including works from every continent; • applications of the fairy tale in diverse media, from oral tradition to the commercialized films of Hollywood and Bollywood; • debates concerning the global and local ownership of fairy tales, and the impact the digital age and an exponentially globalized world have on traditional narratives; • the fairy tale as told through art, dance, theatre, fan fiction, and film. This volume brings together a selection of the most respected voices in the field, offering ground-breaking analysis of the fairy tale in relation to ethnicity, colonialism, feminism, disability, sexuality, the environment, and class. An indispensable resource for students and scholars alike, *The Fairy Tale World* seeks to discover how such a traditional area of literature has remained so enduringly relevant in the modern world.

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