



This textbook offers a 'European perspective' on international business, hitherto to be referred to as IB. It attempts to fill a niche in the market where many such works already have a far too explicitly U.S. bias. This demarche is to be welcomed to achieve a better balance. There is also no doubt a sufficient number of business school students and others in the EU to make this enterprise viable. The particular focus of this book helps a great deal and gives it somewhat of an original slant. It should do well - as the number of MBA students in the UK has burgeoned lately - let alone those in the wider European Community. No doubt, it will be soon be translated into other languages, such as French, German and Spanish.

The authors, Professors Mike Peng and Klaus Meyer, are both well-known to those interested in such IB studies. They are business school professors with international experience in theory as well as practice. They have academic as well as consultant backgrounds. Peng teaches at the University of Texas at Dallas in the USA; Meyer is at the University of Bath in the UK. They constitute a good transatlantic partnership. Both of them have a very sure grasp of business strategy and related subjects and many publications to prove it.

One of the strengths of this work is its *comparative* and *interdisciplinary* nature. This feature is very important - as enables the reader to have a *holistic* grasp of what is presented. The authors stress that the analysis they offer is research-grounded. There is also a good deal of critical reflection and discussion, relatively rare in such textbook offerings. Another strong feature is that the material is very much up to date, both in terms of content and of referencing. This feature is extremely important as many textbooks date very quickly. Most of the case-studies, as well as the statistical tables in this publication are relatively recent and this is all to the good.

The authors' perspective is to emphasize the *institutional* approach to the study of IB, looking at both formal and informal institutions in the context of the fast-moving globalization process. This approach is a sound analytical one and because *qualitative*, makes for greater readability.

The central question, they ask is – '*what determines the success and failure of firms around the globe*'? Research-based studies are used to answer this question. Throughout the book, the very latest scholarly research is employed to assure successful learning of the central IB concepts used in order to enlighten students with the past historical context and ongoing developments.

The textbook is very well-structured and user-friendly. It is organized in six parts comprising 17 long and well-documented chapters. There is a great deal of supporting material to back these up, including a long list of 'in-text' cases as well as the number of 'integrative' cases.

