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### **Text Book - Deresky, H. (2011, 2008): anaging (6th/7th ed.).**

Text Book - Deresky, H (2011, 2008): International Managing Across Borders and Cultures (6th/7th ed) Pearson Prentice- What is International Management? 1-5 The process of developing strategies, designing and operating systems, and working with people around the world to ensure

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aspirations to establish respect of the Arab culture (Deresky 183) MTV developed an international brand with their knowledge of cultural value dimensions (Deresky 103) By understanding the underlying value systems in other cultures and their differences, MTV is able to adopt and apply new management styles to new areas of the world

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