



# MANAGING IN DEVELOPING COUNTRIES

BETTY JANE PUNNETT

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*Betty Jane Punnett*



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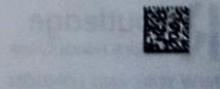
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"Punnett is a prolific scholar continuing her relentless effort to attract attention to management in developing countries (DCs). In *Managing in Developing Countries*, she offers a convincing business case for investment in DCs. Punnett provides a succinct and practical framework on how to manage in DCs while acknowledging the complexity and diversity within this group of countries. This is a must-read volume for researchers as well as global business and political leaders."

—Zeynep Aycan, *Koç University, Turkey*

"Having taught in many countries in the developing world, I know how really valuable this book is. Punnett has written an excellent book that is informative and easy to read with excellent examples and illustrations that bring the material to life. I recommend it for students and practitioners interested in managing in the developing world."

—Terri Lituchy, *CETYS University, Mexico*

"This beautiful book will be a go-to guide for years to come. Enormously helpful to both developing nations and developed ones, it helps readers understand cultural differences in behaviors and actions. The book introduces models for management and strategic planning and tackles factors that are coupled with economic development, human resources development, leadership, and managing an international workforce in developing countries. It then examines the influence of characteristics within developing countries on motivation. It is a brilliant piece of work!"

—Elham Metwally, *The American University in Cairo, Egypt*

"Punnett has provided powerful insights about management of organizations in a global environment with special emphasis on developing countries. She succinctly brings into sharp focus the role of leadership in the management of human resources and how it drives employee motivation. Leaders of organizations operating in a global context will serve their organizations better if they learn and apply these insights."

—Lemayon L. Melyoki, *University of Dar es Salaam, Tanzania*

This book considers management theories and approaches specifically in the context of developing countries. In recent years, international business scholarship has increased its focus on the developing world, which represents 80 percent of the global population and has doubled its share of value-added trade in the past two decades. This text will help readers to manage successfully in this region by learning to assess, apply, and adapt established practices in developing countries.

Punnett begins by identifying the characteristics of the developing world—Africa, Asia, the Caribbean, India, Latin America, and the Middle East—and the companies therein to help students understand how the reality of these countries influences business and management. By tracking a fictional product through the internationalization process, students will navigate the challenges of operating an international company from a developing country base, using a traditional model of management focused on planning, organizing, staffing, leading, and controlling. They will also gain insight into ethical considerations likely to arise, such as differential treatment based on personal characteristics and age dispersion. Cases, discussion questions, personal stories, and end-of-chapter exercises will help readers to grapple with issues and test their learning.

Complete with chapter objectives and "Lessons Learned" boxes to facilitate understanding, *Managing in Developing Countries* is an excellent supplement for international business or international management students with a special interest in the developing world.

**Betty Jane Punnett** is Professor Emerita at the University of the West Indies—Cave Hill, Barbados. She has published over sixty papers in international journals and seven books, including *International Perspectives on Organizational Behavior and Human Resource Management*, published by Routledge in 2012.

## MANAGEMENT

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