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Mike Peng is the Jindal Chair of Global Strategy at the Jindal School of Management, University of Texas at Dallas. A National Science Foundation (NSF) CAREER Award winner, Dr. Peng is a fellow of the Academy of International Business and the Asia Academy of Management.

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Mike Peng is the Jindal Chair of Global Business Strategy at the Jindal School of

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Business, University of Texas at Dallas (UTD). At UTD, he founded the Center for Global Business, where he serves as the executive director. Professor Peng was also recently named a fellow with the Academy of International Business.

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Mike Peng and Klaus Meyer have direct, first-hand, experience of researching and teaching in Europe, Asia and North America. This combined experience makes them uniquely qualified to write this textbook, which offers a comprehensive and accessible introduction to international business that starts from Europe but ultimately encompasses the globe. The text's comprehensive coverage is accessibly arranged around one central question and two core perspectives. The central question is what determines the success and failure of firms around the globe? Institutional and resource-based perspectives are utilised to answer this question. Throughout the text the very latest scholarly research is used to

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International Edition. Most global strategy and international business textbooks take the perspective of the foreign entrant, typically the MNE, often dealing with issues such as how to enter foreign markets. Important as these issues are, they only cover one side of international business, namely, the foreign side. The other side, naturally, is how domestic firms compete against each other and against foreign entrants. Failing to understand the other side, at best, captures only one side of the coin.

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