

Professor H. Michael Boyd, PhD

INTERNATIONAL MANAGEMENT Video Clips:

From McFarlin Sweeney, “**International Management; Strategic Opportunities and Cultural Challenges**”, Third edition (Houghton Mifflin, Boston)

1. [Global Business Trends & Fundamentals \(3:38\)](#)
2. [Starbucks: A Socially Responsible Cup of Joe \(8:27\)](#)
3. [Developing Leaders at Accenture \(11:12\)](#)
4. [Taking IDG Across the Globe \(12:04\)](#)
5. [Global Growth: The Subway Story \(10:20\)](#)
6. [My Way is the \(Global\) HP Highway \(9:43\)](#)
7. [Alex & Melinda \(24:00\)](#)
8. [Unions Around the World \(4:31\)](#)