

BOOK REVIEW

INTERNATIONAL BUSINESS OPERATIONS

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SATO, A., HALÍK, J., HINČICA, V. International Business Operations. 1st edition. Prague: Oeconomica Publishing House, 2017. 168 p. ISBN 978-80-245-2205-0.

In order to develop and maintain a successful cross-border business in the Central and Eastern Europe (CEE), as well as in any other region of the world, one should possess good knowledge of the specifics of international business operations such as market entry modes, risks, types contracts, delivery terms and many other factors. So far, the CEE could not offer a comprehensive book in English for managers on this matter. Although, the situation started to change with the academic staff of the Faculty of International Relations at the University of Economics, Prague upon publishing their new book “International Business Operations” as their main study material on the topic for English-speaking courses and study programs. The second use is assisting managers / business people.

The relatively concise 168-page publication offers a solid reference manual for both business people and students, divided into nine chapters: 1) Entry to Foreign Markets, 2) Risks, 3) Contracts for the International Sale of Goods, 4) Delivery Terms, 5) Terms of Payment, 6) International Logistics, 7) Intra-Union Trade, 8) Customs and Customs Procedures, and 9) Insurance. Many of the chapters are enriched with close-to-being-real case studies that mention existing companies so a reader can train with the knowledge acquired from studying the preceding text (the key to the case studies makes Chapter 10). The goals of the book are to inform the reader on operating in the international business environment, shaped by seven long-term trends (pp. 9–10), a) “*increase in and expansion of technology*”, b) “*liberalization of cross border trade and resource movement*”, c) “*development of services that support international business*”, d) “*growing consumer pressures*”, e) “*increased global competition*”, f) “*changing political situations*”, and g) “*expanded cross-nation cooperation*”, and connected to numerous territorial and other risks.

Being the fruit of many years of experience and multiple previous editions in Czech, “International Business Operations” contains all the standard information on the matter taught in business schools in the CEE and abroad. This fact, the dryness of text (which contains little figures or quantitative examples besides the aforementioned case studies) and maybe the shortened versions of some topics are probably the only drawbacks in the otherwise flawless book that a keen and experienced reader can mention. This is more than enough offset by the clarity of style and logical structure of the text, which help the readers gradually build knowledge as they grasp the concepts. For example, the book can assist them in learning the specifics of the UN Convention of 1980 (which can be

afterwards applied in negotiating contracts), Incoterms 2010 (the book offers the general explanation of individual parities) or the Intra-Union Trade (which is crucial for non-EU businesses).

Although designed mostly for students, the publication in question may still be a nearly perfect guide for English-speaking managers and other business people who would like to revise their “university knowledge” or fill existing gaps on the functioning of international business operations, specifically, from the CEE perspective. It is recommended for reading without hesitation.

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