

Global Strategic Management Peng

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GLOBAL STRATEGIC MANAGEMENT

Global Strategy (Portuguese translation) (translated by Professors Joaquim Carlos Racy (Pontificia Universidade Catolica de Sao Paulo) and George Bedinelli Rossi (Universidade de Sao Paulo), published by South-Western Cengage Learning, Sao Paulo, Brazil, 2008).

Mike W. Peng - Books

Strategic management courses do cover this in detail. For now, let us get an overview of what global strategic management involves and how it unfolds. The mixed set of economies - Global strategic management requires companies operating in a mixed set of economies to design a business strategy that encompasses all of them.

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Peng defines global strategy as strategy of firms around the globe. He notes that this definition is distinct from the traditional and narrowly defined notion of "global strategy" as a particular theory on how to compete (centred on offering standardized products and services on a worldwide basis).

Global Strategy | Chapter 1: Introduction to global ...

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