

Global Strategy Creating And Sustaining Advantage Across Borders Strategic Management

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Global Strategy Creating And Sustaining

Global Strategy: Creating and Sustaining Advantage across Borders (Strategic Management) Hardcover – November 24, 2005 by Andrew Inkpen (Author), Kannan Ramaswamy (Author) 4.6 out of 5 stars 2 ratings

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The key premise of this book is that developing an understanding of global strategic management requires analytic tools different from those of purely domestic strategies. As global integration between companies and countries continues to march forward, managers and strategy researchers will have to find new ways to deal with globalization. The various topics examined in this book are intended to provide guidance as to how to deal with the realities of globalization and strategic management.

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