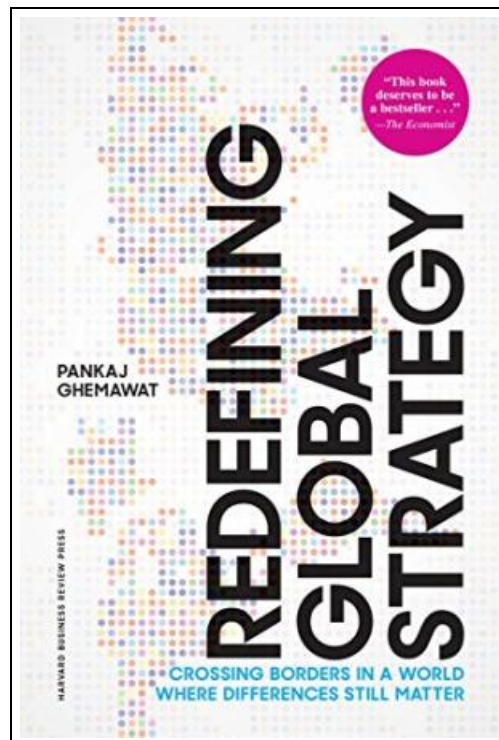


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REDEFINING GLOBAL STRATEGY, WITH A NEW PREFACE: CROSSING BORDERS IN A WORLD WHERE DIFFERENCES STILL MATTER (HARDBACK)

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Harvard Business Review Press, United States, 2018. Hardback. Condition: New. Language: English . Brand New Book. Why do so many global strategies fail--despite companies powerful brands and other border-crossing advantages? Seduced by market size, the illusion of a borderless, flat world, and the allure of similarities, firms launch one-size-fits-all strategies. But cross-border differences are larger than we often assume, explains Pankaj Ghemawat in *Redefining Global Strategy, with a New Preface* . Most economic activity--including direct investment, tourism, and communication--happens locally, not internationally. In this semi-globalized world, one-size-fits-all strategies don t stand a chance. Companies must instead reckon with cross-border differences. Ghemawat shows you how--by providing tools for: assessing the cultural, administrative, geographic, and economic differences between countries at the industry level and deciding which ones merit attention; tracking the implications of particular border-crossing moves for your company s ability to create value; and creating superior performance with strategies optimized for adaptation (adjusting to differences), aggregation (overcoming differences), and arbitrage (exploiting differences), and for compound objectives. In-depth examples reveal how companies such as Cemex, Toyota, Procter Gamble, Tata Consultancy Services, IBM, and GE Healthcare have adroitly managed crossborder differences--as well as how other well-known companies have failed at this challenge. Crucial for any business competing across borders, this book will transform the way you approach global strategy.



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