The INSEAD-Wharton Alliance on Globalizing
Strategies for Building Successful Global Businesses

'This book provides useful insights into the challenges of global businesses, including leadership and corporate governance, competitiveness in marketing and innovation, risk management and global citizenship.'

Dr Daniel Vasella, Chairman and CEO, Novartis International
The INSEAD-Wharton Alliance on Globalizing

Features
1. Two of the world’s top business schools combine to offer critical insights into building a successful global business.
2. Covers all the key management strategies involved in globalizing businesses, including leadership, market entry, and managing risk.
3. Essential reading for managers, MBAs students and business professors on how to achieve global competitiveness.

Advance praise
‘This book provides useful insights into the challenges of global businesses, including leadership and corporate governance, competitiveness in marketing and innovation, risk management and global citizenship. [The] thoughtful analysis will contribute to better understanding and more constructive dialogue between global managers and the various stakeholders of today's global companies.’
Dr Daniel Vasella, Chairman and CEO, Novartis International

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Information is correct at time of going to press but is subject to change without prior notice.

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