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Edited by

Hubert Gatignon
John R. Kimberly
With Robert Gunther

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

See inside for more details

About the editors

Hubert Gatignon is Research Director of the Alliance and Director for the Alliance Center for global research and Development. He is the Claude Janssen Chaired Professor of Management at INSEAD and is also INSEAD's Dean of the PhD program.



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The INSEAD-Wharton Alliance is a unique alliance in the global development and delivery of management education. The Alliance combines the resources of two world leaders in management education to deliver top quality business education to post-graduate candidates and executives across four dedicated campuses in Philadelphia, San Francisco, Paris, and Singapore.

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Strategies for Building Successful Global Businesses

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Features

- 1 Two of the world's top business schools combine to offer critical insights into building a successful global business
- 1 Covers all the key management strategies involved in globalizing businesses, including leadership, market entry, and managing risk
- 1 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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The INSEAD-Wharton Alliance on Globalizing combines the insights of two leading global business schools to examine the forces that are driving firms to globalize, the consequences – positive and negative – that accompany increasing globalization, and their managerial and political implications. Written by experts in diverse management disciplines – including leadership, finance, marketing, and operations management – the book is an important contribution to contemporary business strategy.

In contrast to strident and often heavily rhetorical debates, this volume focuses on the managerial strategies involved in globalizing businesses, including leadership, market entry and managing risks. The non-partisan treatment of the issues will be of interest to managers wrestling with the many challenges of globalizing, to policy makers interested in whether and how to either slow or to accelerate the process, and to those in non-governmental organizations concerned with understanding global business challenges.

For further details visit:

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