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0521835712 - The INSEAD–Wharton Alliance on Globalizing: Strategies for Building Successful Global Businesses

Edited by Hubert Gatignon and John R. Kimberly

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*The INSEAD–Wharton
Alliance on Globalizing*

The INSEAD–Wharton Alliance 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 policymakers interested in whether and how to either slow or accelerate the process, and to those in non-governmental organizations concerned with understanding global business challenges.

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The INSEAD–Wharton Alliance on Globalizing

Strategies for Building Successful
Global Businesses

EDITED BY HUBERT GATIGNON AND

JOHN R. KIMBERLY

WITH ROBERT E. GUNTHER



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Foreword

THE Wharton School of the University of Pennsylvania and INSEAD are delighted to contribute to advancing scholarship and business practice through our ambitious Alliance. From its start, the Alliance was focused not only on education but also on developing the knowledge to meet the challenges of a changing global business environment. This book is the fruit of our collaboration.

We are proud of the contributions this volume makes to addressing the complex challenges of globalizing business. We are especially pleased that the theme of the book corresponds precisely to our objectives as leading business schools: to create a model for delivering life-long business education through a global knowledge network. This book is a reflection of the depth and breadth of insights from the combined faculties of two leading business schools. We would like to thank our colleagues on both sides of the Atlantic – each an expert in a specific discipline – for joining together with us to create this much broader view of global management.

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Globalization is reshaping our world in ways that create many new challenges for managers and business researchers, as discussed on the following pages, but these changes also create wonderful opportunities for broader and richer collaboration. This book has represented one such opportunity, and we are very grateful to have had the chance to join such an outstanding group of colleagues in making it a reality.

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