

Contents

<i>List of figures</i>	<i>page</i> viii
<i>List of tables</i>	x
<i>Notes on contributors</i>	xi
<i>Foreword</i>	xxi
<i>Acknowledgments</i>	xxii
1 Globalization and its challenges <i>Hubert Gatignon and John R. Kimberly</i>	1
Part I Leading the global organization	
2 The changing international corporate governance landscape <i>Mauro F. Guillén and Mary A. O’Sullivan</i>	23
3 Corporate governance and leadership in a globalizing equity market <i>Michael Useem</i>	49
4 Leadership in a global organization: a cross-cultural perspective <i>Mansour Javidan, Günter K. Stahl, and Robert J. House</i>	78
5 The globalization of business education <i>Arnoud De Meyer, Patrick T. Harker, and Gabriel Hawawini</i>	104
Part II Global market participation	
6 Globalization through acquisitions and alliances: an evolutionary perspective <i>Harbir Singh and Maurizio Zollo</i>	129

vi	<i>Contents</i>
7 Developing new products and services for the global market <i>Reinhard Angelmar</i>	159
8 Managing brands in global markets <i>George S. Day and David J. Reibstein</i>	184
9 Global marketing of new products <i>Hubert Gatignon and Christophe Van den Bulte</i>	207
10 Global equity capital markets for emerging growth firms: patterns, drivers, and implications for the globalizing entrepreneur <i>Raphael Amit and Christoph Zott</i>	229
Part III Managing risk and uncertainty	
11 Cross-border valuation: the international cost of equity capital <i>Gordon M. Bodnar, Bernard Dumas, and Richard Marston</i>	255
12 Managing risk in global supply chains <i>Paul R. Kleindorfer and Luk N. Van Wassenhove</i>	288
13 Global recombination: cross-border technology and innovation management <i>Philip Anderson and Lori Rosenkopf</i>	306
14 From corporate social responsibility to global citizenship <i>Eric W. Orts</i>	331
15 Colliding forces: domestic politics and the global economy <i>Ethan B. Kapstein and Stephen J. Kobrin</i>	353
16 Global implications of information and communication technologies (ICT) <i>Arnoud De Meyer</i>	378
Part IV Implications and conclusions	
17 Globalization and its many faces: the case of the health sector <i>Lawton R. Burns, Thomas D'Aunno, and John R. Kimberly</i>	395

<i>Contents</i>	vii
18 Conclusion: The continuing process of globalizing <i>Hubert Gatignon and John R. Kimberly</i>	422
<i>Author index</i>	431
<i>Subject index</i>	438