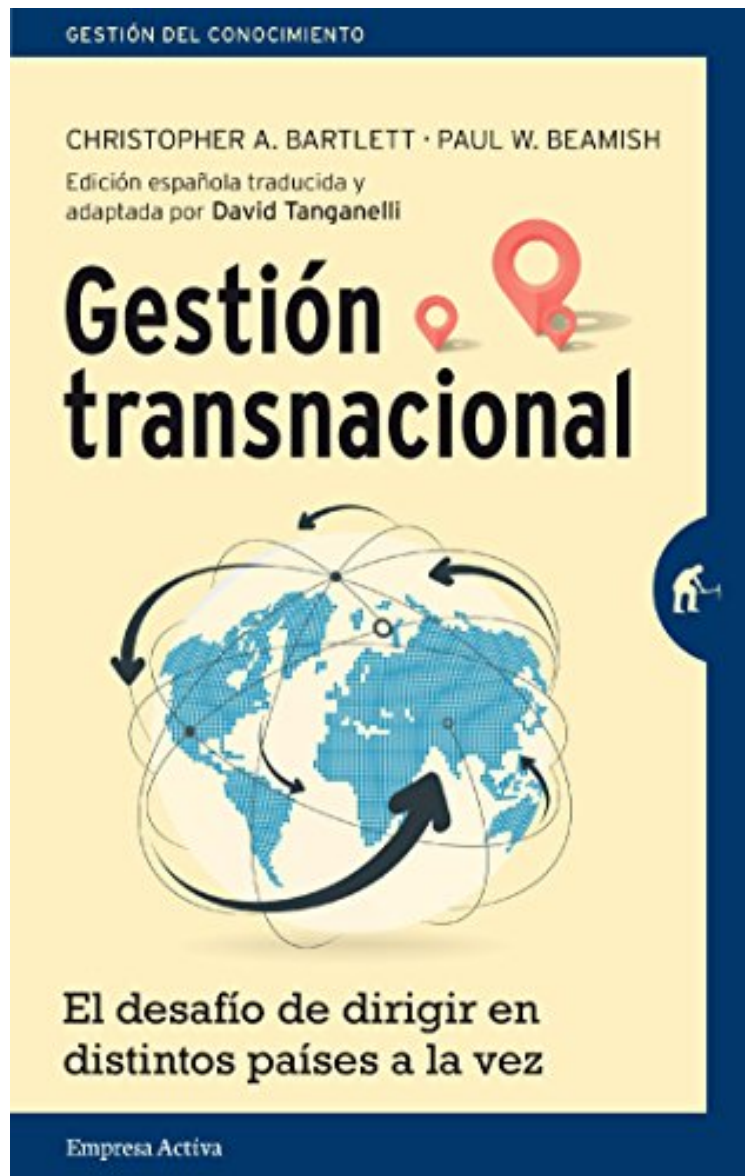


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Cada vez más las empresas no solo tienen que exportar, sino abrir sucursales en otros países con otros modelos de negocio, otras costumbres, culturas y otra legislación. Cada vez se pide de los altos y medios ejecutivos que sean capaces de dirigir no solo un equipo local sino también a equipos ubicados en distintos países del mundo. Todo esto requiere de un especial entrenamiento y, sobre todo, de fijarse en determinadas circunstancias peculiares de cada lugar. En este libro, sus autores, ambos expertos con trayectoria internacional en distintos países, brindan teoría y casos prácticos reales para ayudar a entender todos los problemas a los que se puede enfrentar el ejecutivo actual.

About the Author Christopher A. Bartlett is the Thomas D. Casserly, Jr., Professor Emeritus of Business Administration at Harvard Graduate School of Business Administration. He received an economics degree from the University of Queensland, Australia, and both masters and doctorate degrees in business administration from Harvard University. Prior to his academic career, he was a marketing manager with Alcoa in Australia, a management consultant in McKinsey and Company's London office, and country general manager of Baxter Laboratories' subsidiary company in France. He joined the faculty of Harvard Business School in 1979, and over the following 30 years his interests focused on strategic and organizational challenges confronting managers in multinational corporations and on the process of managing transformational change. While at HBS, he served as faculty chair of the International Senior Management Program, area head of the School's General Management Unit, faculty chairman of the Program for Global Leadership, and as chair of the Humanitarian Leadership Program. He is the author or co-author of nine books, including *Managing Across Borders: The Transnational Solution* (coauthored with Sumantra Ghoshal), named by *Financial Times* as one of the 50 most influential business books of the century. *The Individualized Corporation*, his subsequent major research book with Ghoshal, was the winner of the Igor Ansoff Award for the best new work in strategic management and was named one of the Best Business Books for the Millennium by *Strategy+Business* magazine. Both books have been translated into over 10 foreign languages. His articles have appeared in journals such as *Harvard Business Review*, *Sloan Management Review*, *Strategic Management Journal*, *Academy of Management Review*, and *Journal of International Business Studies*. He has also researched and written over 100 case studies and teaching notes, and their sales of over 3 1/2 million copies make him the best-selling case author ever. He has been elected by his colleagues as a fellow of the Academy of Management, the Academy of International Business, the Strategic Management Society, and the World Economic Forum. Paul W. Beamish is the Donald Triggs Canada Research Chair in International Business at the Ivey Business School, University of Western Ontario. He is the author or coauthor of numerous books, articles, contributed chapters, and teaching cases. His articles have appeared in *Academy of Management Review*, *Academy of Management Journal*, *Strategic Management Journal*, *Journal of International Business Studies (JIBS)*, *Organization Science*, and elsewhere. He has received best research awards from the Academy of Management and the Academy of International Business (AIB). In 1997 and 2003, he was recognized in the *Journal of International Management* as one of the top three contributors worldwide to the international strategic management literature in the previous decade. He served as Editor-in-Chief of *JIBS* from 1993-97. He worked for Procter Gamble and Wilfrid Laurier University before joining Ivey's faculty in 1987. He has supervised 25 doctoral dissertations, many involving international joint ventures and alliances. His consulting, management training, and joint venture facilitation activities have been in both the public and private sector. At Ivey, he has taught in a variety of school programs, including the Executive MBA offered at its campus in Hong Kong. From 1999-2004, he served as Associate Dean of Research. He currently serves as Director of Ivey Publishing, the distributor of Ivey's collection of over 2,400 current cases; Ivey's Asian Management Institute (AMI); and the cross-enterprise center, Engaging Emerging Markets. He is a Fellow of the Academy of International Business, Royal Society of Canada, and Asia Pacific Foundation of Canada.