

Global Strategic Management

Philippe Lasserre

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How many of us are aware that HSBC, 'The World's Local Bank', originated in Hong Kong and Shanghai? Business managers need to have a global vision in order to be successful, with the skills to formulate and implement strategy across borders. Global Strategic Management lays down the foundations of 'traditional' strategy theory from a global perspective, while highlighting issues unique to companies operating worldwide and discusses truly 'transnational' firms, whose place of origin can no longer be pinpointed. The third edition of this popular text offers substantially

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- All new Mini Cases with questions, to help you analyse the activities of 'transnational' firms such as Shell, Danone, Siemens and eBay
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