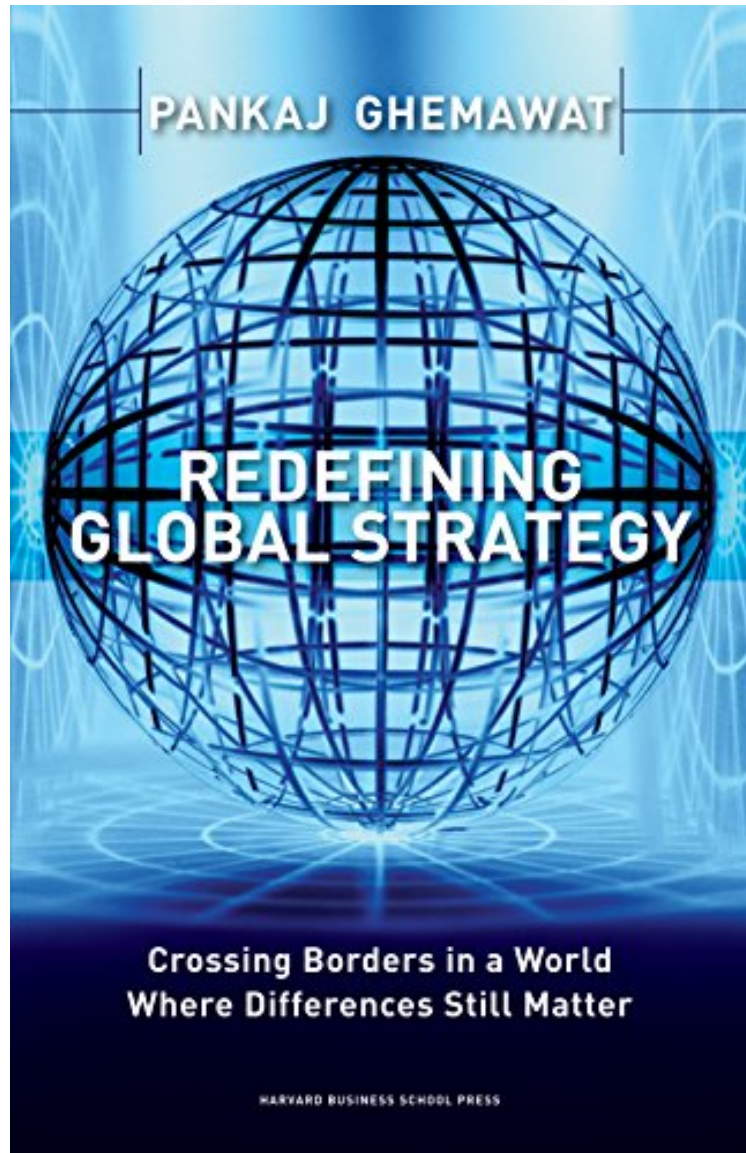


(Ebook free) Redefining Global Strategy: Crossing Borders in A World Where Differences Still Matter

# Redefining Global Strategy: Crossing Borders in A World Where Differences Still Matter

*Pankaj Ghemawat*

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**Pankaj Ghemawat : Redefining Global Strategy: Crossing Borders in A World Where Differences Still Matter** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Redefining Global Strategy: Crossing Borders in A World Where Differences Still Matter:

0 of 0 people found the following review helpful. Rent it By OmoUltimateI felt that this book was grossly repetitive when it was not called for, and excessively vague when I needed more explanation. So naturally I did not read it and

still made an A in the course. Rent it, don't buy. Grad school is expensive. 0 of 1 people found the following review helpful. Thoughtful book about MNCs and globalisation By Jackal This is a thoughtful book about globalisation and consequences for multinationals. It is based on several years of research. (Too many books are just based on one research project.) Ghemawat is familiar with the academic literature (i.e. Prahalad/Doz, Bartlett/Ghoshal), which he reviews before presenting his own framework. This book is practical, but it keeps references to the academic literature so I think it will appeal mostly to practically oriented business school scholars. His own framework(s) is interesting, but it is not a game changer from international business. Ghemawat's style of writing is fine, but not captivating. However, he has a good analytical mind that shows through in the book. 1 of 1 people found the following review helpful. Good points, Intelligent Author, Valuable Buy By R. Garrett This book was required reading for a course in my MBA program. Ghemawat makes a lot of good points to support his belief that the world is not quite as integrated and "globalized" as many would have us believe. If you are looking for some insightful counter-arguments to the subject material that you'll find in Thomas Friedman's writings, this is a good buy. Also the physical quality of the book was excellent; I bought it used and it looked like new. It arrived in good time and there was no damage nor missing pages.

Why do so many global strategies fail despite companies' powerful brands and other border-crossing advantages? Seduced by market size, the illusion of a borderless, flat world, and the allure of similarities, firms launch one-size-fits-all strategies. But cross-border differences are larger than we often assume, explains Pankaj Ghemawat in *Redefining Global Strategy*. Most economic activity including direct investment, tourism, and communication happens locally, not internationally. In this semiglobalized world, one-size-fits-all strategies don't stand a chance. Companies must instead reckon with cross-border differences. Ghemawat shows you how by providing tools for:

- Assessing the cultural, administrative, geographic, and economic differences between countries at the industry level and deciding which ones merit attention.
- Tracking the implications of particular border-crossing moves for your company's ability to create value.
- Creating superior performance with strategies optimized for adaptation (adjusting to differences), aggregation (overcoming differences), and arbitrage (exploiting differences), and for compound objectives.

In-depth examples reveal how companies such as Cemex, Toyota, Procter Gamble, Tata Consultancy Services, IBM, and GE Healthcare have adroitly managed cross-border differences as well as how other well-known companies have failed at this challenge. Crucial for any business competing across borders, this book will transform the way you approach global strategy.

Named one of the Highlights from the Decade in *strategy+business* magazine.