The Strategic Development of Talent
Handbook of Research on Strategy and Foresight
Strategy and the Business Landscape
Creating Value through International Strategy
Strategy for Action – II
International Strategy
The Strategy for Action – II
International Strategy
The Laws of Globalization and Business Applications
Strategy Management
Strategic Management
Chinese Business Crystalizing the Strategic Business Landscape
Strategy and Business Landscape
Strategic Management
Future Environmental Strategy
The Changing Business Landscape of Romania
Strategies for E-business
Reframing Global Strategy
New Preface
Outlines and Highlights for Strategy and the Business Landscape
The Strategy Pathfinder
Corporate Strategy for a Sustainable Growth
Strategic Financial Management – M
Anaging for value creation
Second Edition
Integrating Mission and Strategy for Nonprofit Organizations
Visionaire marketing
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Creating Value through International Strategy
China’s Rise – The Changing Business Landscape
Lords of Strategy
Strategy and the Business Landscape
Creating Value through International Strategy
Strategy and the Business Landscape
Creating Value through International Strategy
Mission, strategy, and execution to help nonprofit leaders deal with the special challenges they face. It strives to draw on this knowledge in a way that
well as the desire for growth, drive them to expand their programs and activities. Collectively, these challenges go to the heart of fundamental issues of
donors, government, and the public to demonstrate efficiency, effectiveness, sustainability, and accountability, while intense social needs and problems, as
characterized by higher levels of competition for funding, clients and audiences, talent, and recognition. In addition, they confront greater pressures from
donors, government, and the public to demonstrate efficiency, effectiveness, sustainability, and accountability, while intense social needs and problems, as
characterized by higher levels of competition for funding, clients and audiences, talent, and recognition. In addition, they confront greater pressures from
leaders to gain organizational agility. This book examines how these phenomena create tensions and tradeoffs for executives concerning which product to offer around the world, which countries to compete in, where to locate various activities, and how to organize the firm worldwide. Making these choices in an integrated fashion, it is explained, requires pursuit of
achieve coherent strategy that builds an international advantage. Filled with illustrative examples from a wide range of international companies, International
Strategy, offers an accessible guide to help managers navigate the myriad decisions they must make in order to create value from their foreign operations and
outperform competitors in an increasingly integrated world. For you as an IT manager, changes in business models and fast-paced innovation and product
lifecycles pose a big challenge: you are required to anticipate the impact of future changes, and to make rapid decisions backed up by solid facts. To be
successful you need an overall perspective of how business and IT interact. What you need is a toolkit, enabling you to manage the enterprise from a
helicopter viewpoint while at the same time accommodating quite detailed aspects of processes, organization, and software lifecycles. Strategic IT
management embraces all the processes required to analyze and document an enterprise’s IT landscape. Based on the experience of many projects and long
discussions with both customers and academic researchers, Inge Hanschke provides you with a comprehensive and practical toolkit for the strategic management
of your IT landscape. She takes a holistic view on the management process and gives guidelines on how to establish, roll out, and maintain an enterprise IT
landscape effectively. She shows you how to do it right first time – because often enough there’s no second chance. She tells you how to tidy up a IT
patchworks – the first step towards strategic management – and she explains how to implement changes in business models and fast-paced innovation and product
lifecycles over time. The book’s structure reflects the patterns that exist in strategic IT management from strategic planning to actual implementation. The presentation uses many
checklists, guidelines, and illustrations, which will help you to immediately apply the content. So, if you are a CIO, an IT manager, a business manager, or
an IT consultant, this is the book from which you’ll benefit in most daily work situations. mHealth: From Smartphone to Smart Systems provides a high level
and comprehensive survey of the emergence of mobile technology in healthcare. This book looks beyond the already-popular devices and apps associated with
mHealth, exploring the major role this technology could play as healthcare steers inexorably toward an architecture that includes
strategic design for business ecosystems. Propositions on the past, present and future of strategy formation and foresight. In so doing, they challenge research in four key areas: strategy and foresight processes; strategy innovation for the future; understanding the future; and strategically responding to the future. The Handbook of Research on Strategy and Foresight is a comprehensive resource that will be invaluable for academics, students and practitioners interested in this important phenomenon.
This business strategy text helps students master a body of analytical tools and develop an integrative point of view when making strategic choices. It
focuses on strategies that offer the greatest potential for improving business performance. Today’s nonprofit organizations face an environment
characterized by higher levels of competition for funding, clients and audiences, talent, and recognition. In addition, they confront greater pressures from
donors, government, and the public to demonstrate efficiency, effectiveness, sustainability, and accountability, while intense social needs and problems, as
equally as the desire for growth, drive them to expand their programs and activities. Collectively, these challenges go to the heart of fundamental issues of
mission and strategy. Integrating Mission and Strategy for Nonprofit Organizations applies and adapts the core body of general management knowledge about
mission, strategy, and execution to help nonprofit leaders deal with the special challenges they face. It strives to draw on this knowledge in a way that
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does not dilute or oversimplify, and at the same time recognizes the unique features of the nonprofit or voluntary sector. James A. Phills develops an action-oriented framework that combines rigorous analysis with the practical challenge of execution and change. In addition to helping nonprofit leaders think through important decisions and make concrete choices, the book also provides a shared language and a discipline that can serve as the basis for more proactive discussions between the individuals who lead nonprofit firms, the business executives who work on their boards, and the philanthropists who support their organizations and programs. This last objective is critical, because too often nonprofit leaders and board members often fail to reap the benefits of the expertise of their supporters, funders, and volunteers from the business sector. Phills suggests that this is often the result of an inability to speak the same language and draw on a common understanding of key concepts, such as competition, strategy, and vision. The innovative and unique feature of this book is that it does not contain theoretical concept that cannot be translated into practice. The model which introduces this volume sets the stage for addressing the major phases of the strategic management process: environmental analysis, strategy formulation and development, strategy evaluation and control. Its conceptual and operational structure is described in the first part, together with a practically oriented definition of strategy, and a brief discussion of the logic and benefits of the judgmental modeling approach to decision making. The second part critically addresses the classical approaches to the analysis of the external and internal environment of the “fundamentally”, based on a model, i.e. the structural characteristics of the industry context, and the companies' technical, organizational, financial, and human resources, including the translation into operational models of otherwise rather theoretical concepts. The thrust of this second edition of Strategic Management book is on discussing the eight levels of value creation reflected in what the author calls the “Value Octagon,” comprising strategy and business model; capital allocation; strategic financing decisions; organizational architecture; cost management; corporate risk management; mergers; acquisitions and restructuring; and corporate governance. Salient Features: Emphasized by the response to the first edition, the following has been added: • Appendix 4A: Competing with Ordinary Resources • Section 5.12: Five Principles of Capital Allocation • Section 5.13: Personality Traits and Capital Management • Appendix 6D: Magic of Securitization • Appendix 7A: Time to Dump Traditional Budgeting • Appendix 9C: A Practical Guide to Risk Management • Appendix 10C: Negotiation Ranges and Exchange Ratios • Appendix 10E: The “India Way” of Managing Overseas Acquisitions • Appendix 10F: A Reality Check to Value Creation • Section 11.12: Integrity • Section 11.13: Governance of Financial Institutions • Appendix 11B: How the Audit Committee Can Add Value • Appendix 11C: Seven Deadly Sins of Financial Reporting • Appendix 12A: EVA Momentum Chapter 13 titled “Stellar Value Creators” has been updated and augmented with new sections on The Outsiders and Sustained Business Success. With these additions and updating the book represents an improvement over its earlier edition. “This book is to provide comprehensive coverage and understanding of various enterprise information systems (EIS) such as enterprise resource planning (ERP) and electronic commerce (EC) and their implications on supply chain management and organizational competitiveness”--Provided by publisher. Everyday, more and more companies embark on international business. Through a collection of articles by leading scholars in International Business this book answers fundamental questions such as: How do companies create value through global strategy? What are the sources of value creation? How do companies organize themselves and manage the process of international expansion? How do companies compete in an environment with increasing specific gravity matter in this process. Creating Value through International Strategy will be of interest to academics and professionals in international business and management. Real-world strategic management practice in an interactive micro-case format The Strategy Pathfinder presents an innovative, dynamic guide to strategic thinking and practice. Using real-world case examples from companies like Apple, the BBC, Hyundai, LEGO, McDonalds, Nike and SpaceX to illustrate critical concepts, this book enables readers to actively participate in real-world strategy dilemmas and create their own solutions. Strategy Pathfinder’s ‘live’ micro-cases provoke discussion about business models, value creation, new ventures and more, while its complimentary instructional content introduces you to the best “classic” and new tools of strategic management. Rather than passively reproducing past and current ideas, Strategy Pathfinder encourages strategic thinkers to learn by doing. The book is designed to help the reader to develop a clear understanding of key concepts while shifting your thought processes towards real strategic action and innovation by enabling you to use strategy theories and frameworks to engage in analytical and creative discussions about key strategic issues facing real companies today. Form strategic views for yourself, and test them against the views of others Effectively make and communicate recommendations based on solid strategic analysis that stand up to scrutiny from multiple stakeholders Become an active producer of new strategic ideas rather than a passive receiver of past wisdom This third edition has been updated with new chapters and cases to reflect the latest, cutting-edge issues in strategic thinking and practice. A and the updated companion website offers students, instructors and managers more resources to facilitate understanding, interaction and innovation. As an active learning experience, The Strategy Pathfinder 3rd Edition engages the reader in the work of strategy practitioners. By arming you with the empirical research you need, and the best strategic management theories and frameworks to better analyse situations you're likely to encounter or already facing in your career, the Strategy Pathfinder teaches you how to improve your strategic thinking and practice, and develop your own strategic pathways for the future. This book is exceptional treatise on strategic planning for single-business companies that is at once academic and practical. The Laws of Globalization and Business Applications employs a variety of empirical methodologies to establish two broad regularities that apply to international activity at the firm, industry, and country levels - the law of semiglobalization and the law of distance - and explores some of their implications for business. Part I presents evidence in support of the law of semiglobalization at the country and the business levels historically and up to the present. Part II performs an analogous function regarding the second law of globalization, showing that the gravity models that international economists have used to analyze merchandise trade between countries also apply to other types of international interactions - and at the industry and firm levels as well. Part III applies these laws to various challenges and opportunities that distance along various dimensions presents to multinational firms. A free online appendix provides additional data, analysis, and documentation to support research applications. In 1983 Richard Normann published the world's first
Read Free Strategy And The Business Landscape 3rd Edition

book presenting an integrated framework on the management of service producing companies. Now he provides a new approach to strategy: an original way to think about organisations and create a different future. In this demanding but rewarding book he shows that providing organisations are prepared to rethink the way they do business can occupy the competitive high ground of the future. To do this they must transform concepts and frameworks into action. * Provides new business models. * Shows companies how to reframe their business and take advantage of the opportunities created in the space of "unbundling and rebundling". This business strategy text helps students master a body of analytical tools and develop an integrative point of view when making strategic choices. It focuses on strategies that offer the greatest potential for improving business performance. Environmental concerns can greatly affect business success, regardless of whether a business person or corporation shares those concerns. Today's corporate managers must understand the power of environmental issues, and shift their mindset from one focused on environmental "management" to one focused on strategy. Competitive Environmental Strategy examines the effects of environmentalism on corporate management, explaining how and why environmental forces are driving change and how business managers can think about environmental issues in a strategic way. The author discusses: the evolving drivers of corporate environmental strategy, including regulators, shareholders, buyers and suppliers, insurers, investors, and consumers how environmentalism alters basic conceptions of competitive strategy and organizational design how external institutions create both opportunities and limitations for environmental strategy and environmental threats can be incorporated into risk management, capital acquisition, competitive position, and other management concerns. The book ends with an overall discussion of competitive environmental strategy and draws connections to the emerging issue of sustainable development. Each chapter features insights that ask fundamental questions about the relationship between environmental protection and business strategy, and ends with a list of additional recommended readings. Every individual who wishes to engage in business management in the 21st century will need an appreciation for the implications of environmental issues on corporate activities, and vice-versa. Competitive Environmental Strategy offers a valuable overview of the subject, and provides a wealth of real-world examples that demonstrate the validity and applicability of the concepts for business people, clearly showing how managers are turning an understanding of environmental issues to competitive advantage. Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9780136015550 . The field of strategy science has grown in both the diversity of issues it addresses and the increasingly interdisciplinary approaches it adopts in understanding the nature and significance of problems that are continuously emerging in the world of human endeavor. These newer kinds of challenges and opportunities arise in all forms of organizations, encompassing public and private enterprises, and with strategies that experiment with breaking the traditional molds and contours. The field of strategy science is also, perhaps inevitably, being impacted by the proliferation of hybrid organizations such as strategic alliances, the upsurge of approaches that go beyond the customary emphasis on competitiveness and profit making, and the intermixing of time-honored categories of activities such as business, industry, commerce, trade, government, the professions, and so on. The blurring of the boundaries between various areas and types of human activities points to a need for academic research to address the consequential development of strategic issues. Hence, research and thinking about issues to be tackled by strategy science should also cultivate requisite variety in issues recognized for research inquiry, including the conceptual foundations of strategy and strategy making, and the examination of the critical roles of strategy makers, strategic thinking, time and temporalities, business and other goal choices, diversity in organizing modes for strategy implementation, and the complexities of managing strategy, to name a few. This book series on Research in Strategy Science aims to provide an outlet for ideas and issues that publications in the field do not provide, either expressly or adequately, especially as regards the comprehensive coverage deserved by certain emerging areas of interest. The topics of the volumes in the series will keep in view this objective to expand the research areas and theoretical approaches routinely found in strategy science, the better to permit expanded and expansive treatments of promising issues that may not sufficiently align with the usual research coverage of publications in the field. Cultural Values in Strategy and Organization contains contributions by leading scholars on the role of cultural values in the field of strategy science. The 13 chapters in this volume cover the topics of ecological organizing and evolving cultural values, corporate cultural responsibility, cultural integration in mergers and acquisitions, culture and paradoxical frames, cultural values in the fair trade market, national culture and legitimacy, family businesses as values-driven organizations, cultural intelligence of executives, building an alliance culture, personal values of civil engineers and architects, and cultural characteristics of Chilean and Brazilian workforces. The chapters collectively present a wide-ranging review of the noteworthy research perspectives on the role of cultural values in strategy and organization. Corporate strategy differs from business strategy by the fact that the former aims at building a corporate advantage, while the latter a competitive advantage. Both are intertwined and are crafted not only to find an alignment with the environmental context and company’s resources, but also with the ownership model. We are the main groups of decisions that characterize corporate strategy: Where to invest or divest? How to manage the business portfolio? This book, rooted in academic research, the teaching experiences of the authors, and their direct understanding of the corporate world, consists of seventeen chapters, which allow readers to learn how to analyze and evaluate a corporate strategy; how to make and implement growth or divestiture decisions; how to manage M&A processes; how to design the organizational structure to translate a portfolio strategy into sound results; how to implement an effective corporate governance; and how to guide a strategic and organizational change. Written for students, managers, entrepreneurs, owners, board members, and advisors, this book provides concepts, methods and practices to make good corporate strategy decisions in firms of any size, whose boundaries can cross multiples industries and geographies. Strategic management is challenging and dangerous. A complex web of differing theories and approaches, it continuously emerges and evolves. More intuitive than rational, it offers significant benefits if done well, potentially catastrophic results if done badly. Colin White's contemporary text reflects the challenges of formulating, implementing and monitoring strategy
in practice, discussing theories and approaches in the context of real-world practice around the globe. By acknowledging the complex reality of strategy and presenting examples from a wide range of international organizations, this book will enable you to: understand the challenges you will encounter when implementing strategy in practice. Develop your own strategic approaches and solutions to real-life situations and dilemmas. Acquire the latest thinking in this constantly developing subject. Appreciate the critical role of implementation, monitoring and risk within organizations. Consider the global nature of strategy for multinational corporations. This text is accompanied by an extensive companion website for both students and lecturers. Visit www.palgrave.com/business/white for access to additional case studies, links to other sites, a searchable glossary of terms and a full complement of lecturer resources. COLIN WHITE is a Professor in the Graduate School of Management at La Trobe University, Melbourne, Australia. The school, which he established, has an international reputation, with links to over 100 universities worldwide, and offers teaching and training programs throughout Asia. Also available is a companion website with extra features to accompany the text, please take a look by clicking below.


It is difficult to overstate the importance of China to the world economy, and yet the majority of books either look at Chinese business by applying Western frameworks or models to the context of China or focus on a particular aspect of business in China. Written by an academic expert on China, this new, completely revised and updated edition offers its readers a confident, systematic and balanced body of knowledge. It has taken a holistic perspective, intending to achieve a balance between the academic and practical, between theory and practice and between traditional and contemporary industry. The framework of this book subsumes all the major factors that should be taken into consideration when Western companies contemplate a China strategy, including technical, philosophy, adaptive historical, cultural, technological, marketing, innovation, Internet business and human resources. The discussion of these factors is supplemented with insightful case studies. Chinese Business, Second Edition, can be used as a textbook for undergraduates and postgraduates at business schools and as a useful reference for researchers, senior executives, consultants and government officials involved in Chinese business.

A notation The Strategic Development of Talent moves beyond HRD to apply the principles of strategic business planning to talent management, knowledge management and workplace learning, and it has been retitled to underscore this emphasis. Anyone who wishes to use talent to support organizational strategy including CEOs, operating managers, and HR, HRD and WLP practitioners will find this text both informative and practical. With advancing information technology, businesses must adapt to more efficient structures that utilize the latest in robotics and machine learning capabilities in order to create optimal human-robot cooperation. However, there are vital rising concerns regarding the possible consequences of deploying artificial intelligence, sophisticated robotic technologies, automated vehicles, self-managing supply modes, and blockchain economies on business performance and culture, including how to sustain a supportive business culture and to what extent a strategic fit between human-robot collaboration in a business ecosystem can be created. The Handbook of Research on Strategic Fit and Design in Business Ecosystems is a collection of innovative research that builds a future-oriented view of evolving business ecosystems and a deeper understanding of business transformation processes in the new digital business era. Featuring research on topics such as cultural hybridization, Industry 4.0, and cybersecurity, this book is ideally designed for entrepreneurs, executives, managers, corporate strategists, economists, IT specialists, IT consultants, engineers, business leaders, and academicians seeking to improve their understanding of future competitive business practices with the adoption of robotic and information technologies. An introductory strategy textbook that adopts a value-focused, firm-centered perspective on strategy, this book is rigorous in its research base, pragmatic in its focus, and concise. This fourth edition includes chapters on competitive dynamics (with Bruno Cassiman), corporate strategy (with Jan Rivkin), and more. It combines academic thinking with examples and insights drawn from consulting. Romania stands at the crossroads of Europe, Asia, and the Middle East. Since 1990, when the country experienced the bloodiest revolution of all of the Warsaw Pact members, Romania has gone through withering change. While the formal transition from a totalitarian, communist state was completed in 2007 with Romania's accession into the European Union, the adaptation of the nation's people and business climate to a market-based economy is a daily occurrence. In the 2000's, in the lead up to EU accession, Romania was one of the largest recipients of Foreign Direct Investment in the world. While multinational corporate restructuring of the way business was conducted, Western systems of management and organization—for instance most Romanian academics and business people—almost overnight transformed the way the marketplace was perceived. Romania's entrepreneurs were quick to adapt to the new ways, leveraging new opportunities in the environment. Fortunes were made. M ultinationals also burgeoned in Romania. Companies like Microsoft, General Electric, Timken, Kraft, P&G, Renault and dozens of others successfully took advantage of the possibilities created by a relatively well-educated population that was moving into the middle class.

For the most part, however, researchers and scholars were caught off guard by the quickening pace of business change in Romania. Only until very recently has the academic community at large been able to wade through the murkiness and begin to see what the new landscape looks like. It is the purpose of this edited volume, which includes the work of some of Romania’s finest business scholars, to provide even greater clarity to the current and future scene. Moreover, the experience in Romania helps shed light on the dynamics of economic and business transition throughout Eastern Europe, the Middle East, and other emerging regions, with implications for practice, policymaking, and research. Electronic Inspection Copy available for instructors here.

This exciting new textbook is built on the extremely readable and loaded with a wide range of case studies. An essential source for undergraduate, postgraduate and professional courses on strategic management.

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management course, this textbook not only creates understanding of the principles of strategy, but shows you how to apply them constructively in the face of real-world practicalities. Throughout the text, these principles are put into context with illustrations and examples drawn from all over the world and from all kinds of organization - from Shell, Airbus and Tesco to small and non-profit enterprises. With an emphasis on topical, distinctive and engaging features, this text offers: - Over 120 short, topical case studies drawn from every type of organization across more than 20 countries, written especially for this book and supplemented with questions and tasks. - Workbooks for strategy analysis that can be used to tackle real-world situations - Learning outcomes, key points and summaries to focus your reading on what matters - Chapter-by-chapter exercises for further study and discussion - Suggestions for further reading to deepen your understanding of the theories underpinning the chapters In addition, tutors will benefit from a fully developed companion website offering lecture slides, teaching notes for case studies and assignments, module plans and links to further cases www.sagepub.co.uk/pitt

Pitt is formerly Senior Lecturer in Strategic Management at Brunel Business School, Brunel University. Dimitrios Koutsopoulos is Senior Lecturer in Strategic Management at Brunel Business School, Brunel University. Imagine, if you can, the world of business - without corporate strategy. Remarkably, fifty years ago that's the way it was. Businesses made plans, certainly, but without understanding the underlying dynamics of competition, costs, and customers. It was like trying to design a large-scale engineering project without knowing the laws of physics. But in the 1960s, four mavericks and their posses instigated a profound shift in thinking that turbocharged business as never before, with implications far beyond what even they imagined. In The Lords of Strategy, renowned business journalist and editor Walter Kiechel tells, for the first time, the story of the four men who invented corporate strategy as we know it and set in motion the modern, multibillion-dollar consulting industry: Bruce Henderson, founder of Boston Consulting Group; Bill Bain, creator of Bain & Company; Fred Gluck, longtime managing Director of McKinsey & Company; Michael Porter, Harvard Business School professor; Providing a window into how to think about strategy today, Kiechel tells their story with novelistic flair. At times inspiring, at times nearly terrifying, this book is a revealing account of how these iconoclasts and the organizations they led revolutionized the way we think about business, changed the very soul of the corporation, and transformed the way we work. Ideal for MBA students and upper level undergraduates, this book utilizes extensive research, strategic frameworks, a methodological toolset and original real-world case studies to link e-business to overall corporate strategy. It builds awareness and sharpens students' analytical understanding of how companies have developed and implemented electronic and mobile commerce strategies in the real world and the issues and challenges that e-commerce strategies and applications present. The innovative and unique feature of this book is that it does not contain theoretical concept that cannot be translated into practice. This second volume expands the analysis of the strategic decisions, emphasizing the importance of a sustainable competitive advantage, and proposing an integrated conceptual and operational framework (the "Strateco Dashboard"), that complements and significantly improve the recent and well-known Blue Ocean approach to strategy development. Finally, it addresses the measurement of the performance of strategy in terms of value creation, highlighting differences and similarities, as well as strengths and weaknesses, of the main metrics. Furthermore, it proposes a comprehensive and operational framework for the assessment of the financial feasibility of strategy, through the measurement of the impact of the planned strategic moves on financial needs and the evaluation of their financial sustainability. Never highlight a book again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. A companion: 9780131430358 . Presents a historical perspective on business-level (versus corporate-level) strategy, while addressing contemporary debates in the field. Based on several Harvard Business School professors' experience teaching the school's first-year course on competition and strategy, the text presents important new tools for succeeding globally. Why do so many global strategies fail?--despite companies' powerful brands and other border-crossing advantages? Because a one-size-fits-all strategy no longer stands a chance. When firms believe in the illusions of a "flat" world and the death of distance, they charge across borders as if the globe were one seamless marketplace. But cross-border differences are larger than we assume. Most economic activity--including trade, real and financial investment, tourism, and communication--happens locally, not internationally. In this "semiglobalized" approach, companies must manage borders more profitably by basing their strategies on the geopolitical differences that matter; they must identify the barriers their strategies will have to overcome, and they must build bridges to cross those barriers. Based on rigorous research, Pankaj Ghemawat shows how to create successful strategies and provides practical management tools so you can: Assess the cultural, administrative, geographic, and economic differences between regions at the industry level--and decide which ones require attention Track the implications of the specific border-crossing actions that will impact your company's ability to create value the most Generate superior performance through strategies that are optimized for the three A's: adaptation (adjusting to differences), aggregation (overcoming differences), and arbitrage (exploiting differences) Using in-depth examples, Ghemawat reveals how companies such as Cemex, Toyota, Procter & Gamble, Tata Consultancy Services, IBM, and GE Healthcare are adroitly managing cross-border differences. He also shares examples of other well-known companies that have failed at this challenge. Crucial for any business competing across borders, Redefining Global Strategy will help you make the most of our semiglobalized world.