

Total global strategy. Managing for worldwide competitive advantage

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20133684&lokasi=lokal>

Abstrak

Understanding global strategy -- Diagnosing industry globalization potential -- Building global market participation -- Designing global products and services -- Locating global activities -- Creating global marketing -- Making global competitive moves -- Building the global organization -- Regional strategy -- Measuring industry drivers, strategy levers, organization factors, and regional focus -- Conducting a global strategy analysis.