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(summary) Lecture 1
Chapter 1 Global
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Michael Porter

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125 | Lecture 24:

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What is Strategy?

Keynote on Strategy By
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Professor, Harvard
Business School *MSc in
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*experience: Adrienne
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Chapter 4 Global
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Strategic Management.

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Management, Third

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To succeed in this challenging environment, firms need a well-developed capability for sound strategic decisions. This comprehensive work provides an applied and integrated strategic framework for developing capabilities that lead to global success. It is designed to help readers achieve

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three essential
objectives.

~~Global Strategic
Management: Ungson,
Gerardo R., Wong, Yim~~

...

Global strategic
management offers a
clear insight on the
effect of globalization in
business management
and organizations and
hence it demands that

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managers should respond in the same or higher intensity in order to reap in the high benefits that come with it, Managers and CEO'S have to understand that the global phenomenon does not just come into play by making your firm global but they are required to develop models that embraces

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and resists strains from
multinational networks
of ...

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aims to provide

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Management with the basic theoretical knowledge, skills, and sensitivities that will help them deal effectively with key management issues and challenges in today's global business environment.

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Global Network for ...~~

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from the following
sources: Efficiency

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Management and its
importance

GLOBALIZATION

Global Strategy is a
shortened term that
covers three areas:
global, multinational

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Management
and international
strategies. Essentially,
these...

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importance~~
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that stir your

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of nationals from several countries with a wide range of experience both in and out of the outsourcing environment.

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Strategic Business
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‘Global Strategy’ is a shortened term that covers three areas: global, multinational

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and international strategies. Essentially, these three areas refer to those strategies designed to enable an organisation to achieve its objective of international expansion.

~~What is global strategy?
And why is it
important? | Global ...~~

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Business Process
Solutions | Outsourcing~~

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Strategic Management is at the core of any business. The second edition of Global Strategic Management embraces traditional strategic management teaching, but extends it to a world scale. It

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Management offers insight into the impact of globalisation on business organisations and how managers could and should react.

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challenging
environment, firms need
a well-developed
capability for sound
strategic decisions. This
comprehensive work
provides an applied and
integrated strategic

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Management - Gerardo
R. Ungson, Yim Yu ...~~
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acquire the trans-
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knowledge, the
networks and the global
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business anywhere in
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provides a clear insight into the corporate strategies of organizations operating on a global scale and explains the analysis, decision-making, and development...

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Management—Jedrzej
George Frynas, Kamel~~

...

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Management is just one part of the larger subject of Strategic Management. Typically in many strategic management textbooks, International and Global Strategy appears as one of the chapter alongside many others – for example, it's chapter 19 in my book. Take the Blackberry RIM range of mobile phones.

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