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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Internationalization: Facts and Figures About Internationalization at the Macro Level -- Facts and Figures About Internationalization at the Company Level -- Reasons of the Internationalization of Companies -- Generell Strategic Planning and Its Importance for Going International -- General Strategic Planning as the Starting Point for Going International for New Markets -- General Strategic Planning as the Starting Point for Going International for Production and Sourcing -- Going International for New Markets: Overview of the Planning Process for Going International for New Markets -- Determining the Target Markets -- Determining the Market Entry Modes -- Developing the Strategy and the Project Plans -- Going International for Production and Sourcing: Overview of the Planning Process for Going International for Production and Sourcing -- Determining a Framework for Going International for Production and Sourcing -- Determining Suitable Location - Operation Mode

Combinations -- Developing the Strategy and the Project Plans -- Strategic Challenges of International Companies: Determining the Generic International Strategy -- Determining the Differentiation-Standardization Level of the Market Offer -- Determining the Operations Strategy.

Sommario/riassunto

This book focuses on the development of strategies for the successful internationalization of large and medium-sized companies. Becoming international offers important opportunities for companies of all sizes, but in an increasingly complex environment, the strategic planning involved is also a challenge. The book addresses this, putting forward suggestions that allow large and medium-sized companies to profit from internationalization. After a comprehensive introduction to internationalization and strategic planning, the authors make clear recommendations, suggesting detailed processes for developing international strategies. The book distinguishes between going global for new markets and internationalizing production and sourcing. For both, the book proposes procedures for performing meaningful strategic analyses and for developing successful international strategies. Lastly, it highlights the challenges faced by international companies and discusses useful decision processes. The book offers valuable insights for company executives, participants in Executive MBA programs, and master's students.
