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Nota di contenuto	1 Business Globalization: The nightmare of populism and the hopes brought by technology -- 2 The Governance of Change: How companies and governments should adapt to technological disruption -- 3 The Journey of Corporate Diversity in Tribal Times: corporate communities of aspiration at Mapfre -- 4 The Global Expansion of Televisa -- 5 How Technogym created the wellness industry -- 6 Leadership, Global Mindset and Internationalization of Sempertex: From One Country to Ninety-five Countries and Five Continents -- 7 Mobile: Sustaining an Innovative Culture on a Global Scale -- 8. Delphi Automotive: An American company ... in name only -- 9 Cineplanet: Developing South American Markets -- 10-Innovation beyond technology: Unilab -- 11 LATAM Airlines: From the end of the Earth to

no. 10 in the world -- 12 General Motors: Globalization, Disruption, and Sustainability -- 13 Unconventional Internationalization of Huawei: The role of core values -- 14 People, Purpose and Performance at Barry-Wehmiller: Business as a powerful force for good -- 15. Management after acquisition inside multinational companies from emerging economies: The Haier experience.

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## Sommario/riassunto

Globalization has been a key force in the development of business in recent decades. But with nationalism on the rise in Europe, the United States and elsewhere, the future of global trade and international business has been thrown into doubt. In this new and challenging context, innovative companies have the opportunity not only to find new ways to operate across borders, but also to help forge a new system of relations between people of different nationalities and cultures. This book features a collection of case studies that illustrate how companies from different corners of the globe are succeeding in reaching out to distant customers, stakeholders and partners. It features inspiring examples of leaders who are actively developing imaginative ways to connect across continents. It is a vital reference tool for companies that plan to continue operating globally or to expand their international presence. A clarion call for the renewed relevance and importance of globalized business, this book suggests a future where companies can contribute positively to achieving sustainable growth and a fairer distribution of wealth across the globe.

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