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Nota di contenuto	Strategies of Internationalization: An Overview -- Adidas & Reebok: Is Acquiring Easier than Integrating? -- Airbus: Managing the Legacy of a Complex International Merger -- Aldi & Lidl: From Germany to the Rest of the World -- KTM & Bajaj: An Austrian-Indian Partnership in the Motorcycle Industry -- Lenovo: From Chinese Origins to a Global Player -- McDonald's: Is the Fast Food Icon Reaching the Limits of Growth?
Sommario/riassunto	This book illustrates the various facets of internationalization in managerial practice, starting with a strategic outline of the many options firms have when formulating internationalization strategies. Designed as a textbook for Bachelor, Master and MBA classrooms, the core of the book consists of six case studies on firms from diverse industries, such as sporting goods, aviation, grocery discount, motorcycle, computer and IT, and fast-food. The cases present a variety of ways of entering and operating in foreign markets, such as export, franchising, joint ventures, strategic alliances, greenfield-

investments, acquisitions and mergers. In addition to market entry strategies, the cases provide readers, educators and students with insights into target market strategies, timing strategies, allocation strategies and coordination strategies of well-known companies.
