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	Descrizione fisica	1 online resource (xvi, 195 pages) : illustrations
	Disciplina	650
	Soggetti	Business Globalization Markets Leadership Emerging Markets Popular Science in Business and Management
	Lingua di pubblicazione	Inglese
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	Nota di contenuto	1. Is Your Business Reaching its Full Potential in Global Markets? -- 2. Global E-E-E Mindset: Empathy, Ethics and Engagement -- 3. How to Enter a Foreign Market -- 4. Implementing Internationalization Strategy: People's Issue.
	Sommario/riassunto	Global strategy is different for every company. This book supports you through all core decisions you need to make in order to take your company global. Starting with the most important step – changing the mindset of the entrepreneurial or senior management team - it presents the pros and cons of each choice related to the global strategy definition and uncovers hidden threats and opportunities. With a pragmatic toolkit provided at the end of each chapter, The Art of Going Global will help to improve your decision-making capabilities in relation to a range of challenges including: · Foreign market selection · Adaptation · Cross-cultural management · Entry mode options With case studies and insights illustrating how to apply each toolkit, this book will help you to consider a variety of alternative solutions for key managerial decisions on internationalization, the pros and cons of

different strategic scenarios, and ultimately drive you to create a clear global vision and strategy for your firm. .