

1. Record Nr.	UNINA9910462402103321
Autore	Okpara John O
Titolo	Globalisation of Business [[electronic resource]] : Theories and Strategies for Tomorrow's Managers
Pubbl/distr/stampa	London, : Adonis & Abbey Publishers Ltd, 2008
ISBN	1-912234-50-5
Descrizione fisica	1 online resource (344 p.)
Disciplina	658.049
Soggetti	International business enterprises -- Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	<p>""Title Page""; ""TABLE OF CONTENTS""; ""PART ONE THEORIES AND PERSPECTIVES OF GLOBALIZATION""; ""Chapter 1""; ""Nature of Internationalism""; ""Ambivalence of Globalization""; ""Historical Background of Globalization""; ""Renaming of Internationalism""; ""Key International Agreements""; ""Lopsidedness of Globalization""; ""Globalization Controversy""; ""Evils of Globalization""; ""Pros and Cons of Globalization""; ""Opportunities and Threats of Globalization""; ""Table 1: Twenty Major Dimensions of Globalization Controversy Pros and Cons""; ""Globalization: A Mixed Blessing""</p> <p>""The Burning Question""""Outlook""; ""Educating Future Executives""; ""Globalization of World Economy""; ""Reference""; ""Chapter 2""; ""Globalization, Free Market Capitalism, and Social Welfare: The Nexus and the Claims""; ""The Law of One Price: The Ultimate Equalizer""; ""Unleashing the Potential of Emerging Economies""; ""Productivity Gains""; ""Markets as Means for Doing Good""; ""A Rising Tide to Lift All Boats""; ""Democracy and Free Markets""; ""Globalization, Free Market Capitalism, and Social Welfare: The Counterclaims""; ""Consumerism vs. Happiness""</p> <p>""Matthew Effect: The Humanist Perspective""""Economic Progress versus Democracy""; ""Some Empirical and Analytical Evidence""; ""Summary and Conclusions""; ""Future Directions""; ""References""; ""Appendix 1 Figure 1: Comparison of 1973 and 2005 GDP in Constant Dollars (Billions)""; ""Appendix: 2 Figure 2: Comparison of 1973 and</p>

2005 Household Consumption as Percentage of GDP"; "Appendix: 3
Figure 3: Price vs. Contribution under the strategy of Uniform pricing";
"Appendix: 4 Figure 4: Price vs. Total Contribution in the case of
Differential Pricing (Transfer Pricing)"; "Chapter 3"
"Globalization and Global Characteristics""Aspects of Globalization";
"Economic Globalization"; "Firms Global Image"; "Global Image and
Competitive Advantage"; "Attributes of Global Image"; "Global Image
and Strategic Opportunities"; "Economic Rent and Business Risk";
"Opportunity Line"; "Figure 1. Capital Asset Pricing Model"; "Figure
2. Global Image-based Strategic Opportunities: Changes in Risk and
Expected Profits"; "Conclusions and Implications"; "References";
"PART TWO GLOBAL STRATEGIES AND ISSUES"; "Chapter 4"
"Growth of International Marketing: Trade and FDI""Globalization:
What Is New/ Important About It?"; "Second Wave of Globalization";
"Global Strategies: The Evolution and Discussion"; "Global Leader
Strategies"; "Empire Builder Strategies"; "The Empire Strategy:
Ancient Rome"; "The Empire Strategy: The American Empire"; "Large
MNEs and Hegemony Strategies Figure 1: Global leader strategies";
"Globalization: Relationship between States and Markets";
"Discussion and Conclusions"; "Future Research Directions";
"References"; "Chapter 5"
"Generic Strategic Approaches to Internationalization"
