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Principles; Economic Significance of International Differences; Process;
Step 1: Characterize Market Differences; Step 2: Can We Identify or
Create Demand for a Global Product?
Step 3: Can We Efficiently Accommodate Market Differences?

Sommario/riassunto

THE COMPREHENSIVE GUIDE TO MANAGING AND LEADING COMPANIES
THAT COMPETE INTERNATIONALLY Drawing on the course material
developed at the Harvard Business School and Yale School of
Management by David Collis, International Strategy provides theoretical
insight and pragmatic tools that address the decisions facing senior
managers in multinational corporations. International Strategy explores
the critical differences between domestic and international competition:
the heterogeneity of markets in which companies are involved; the
volatility of economic conditions that firms face; and the increased
