

1. Record Nr.	UNINA9910792352903321
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Titolo	Winning across global markets [[electronic resource] ] : how Nokia creates strategic advantage in a fast-changing world / / Dan Steinbock
Pubbl/distr/stampa	San Francisco, : Jossey-Bass, c2010
ISBN	0-470-60403-4 1-282-55170-1 9786612551703 0-470-60402-6
Edizione	[1st ed.]
Descrizione fisica	1 online resource (302 p.)
Disciplina	338.7/62138456
Soggetti	Cell phone equipment industry - Finland - Management Cell phone systems Telecommunication - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	WINNING ACROSS GLOBAL MARKETS: How Nokia Creates Strategic Advantage in a Fast-Changing World; CONTENTS; INTRODUCTION; Chapter 1: SUCCESS THROUGH LEGACY AND GLOBALIZATION; Chapter 2: STRATEGY THROUGH THE EXECUTIVE TEAM; Chapter 3: HOW NOKIA'S VALUES, CULTURE, AND PEOPLE CONTRIBUTE TO SUCCESS; Chapter 4: BUILDING A GLOBALLY NETWORKED MATRIX ORGANIZATION; Chapter 5: INNOVATING GLOBALLY VIA R&D NETWORKS; Chapter 6: DEVELOPING STRATEGIC CAPABILITIES ACROSS THE WORLD; Chapter 7: HOW NOKIA IS GROWING AND TRANSFORMING ITS BUSINESS AREAS Chapter 8: COMPETING IN GLOBAL MARKETS: The Rise of Large Emerging EconomiesChapter 9: HOW NOKIA SEEKS TO SUSTAIN LEADERSHIP; NOKIA'S KEY EXECUTIVES; NOTES; ACKNOWLEDGMENTS; ABOUT THE AUTHOR; INDEX
Sommario/riassunto	Lessons for attaining global competitiveness, one market at a time, from international business giant Nokia Winning Across Global Markets examines how 145-year-old Nokia grew from a paper mill in Finland to a multinational telecommunications leader. Why are Nokia's lessons critical for other companies and industries? While multinationals based

in large countries benefit from inherent advantages--such as a home base that often accounts for 30 to 50 percent of their revenues--multinationals based in smaller countries such as Nokia, enjoy no such competitive edge. Nokia, in fact,

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