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Nota di contenuto	Managing Global Offshoring Strategies -- CHAPTER 1 -- Managing Offshoring - An Introduction -- Setting the Scene - Some Definitions -- Companies - Central Engines of Globalization -- Analytical Insight - The Value Chain -- The Decision to Offshore - What, Where and How? -- CHAPTER 2 -- ECCO A/S - Optimizing Global Value Chain Economics -- Introducing ECCO -- Integrating ECCO's Value Chain -- Production Technology -- Internationalization and Production Sites -- The Competitive Landscape -- Suggested Literature -- CHAPTER 3 -- GN ReSound - The Challenges of Amalgamation -- Introduction -- Industry Structure -- Price Segments and Brand Portfolio -- Location of Production -- Consolidating Research and Development Sites -- Suggested Literature -- CHAPTER 4 -- Coloplast A/S - From Plowed Field to Efficient Plant -- History -- Strategy 2008 -- Offshoring to Tatabanya, Hungary -- Next Stop: China -- Suggested Literature -- CHAPTER 5 -- Danfoss A/S - Global Manufacturing Footprint -- Introduction to Danfoss -- Challenges Ahead - Changing Production Philosophy -- Establishing a Global Production Network -- Suggested Literature -- CHAPTER 6 -- Danisco A/S - Optimizing Global Innovation Processes -- Introduction -- Danisco Innovation Group -- IT and Knowledge Exchange -- Genencor International -- Rhodia --

Suggested Literature -- CHAPTER 7 -- MAN B&W Diesel -
Managing Licensees in a Globalized World -- Introduction to MAN
B&W Diesel A/S -- Hyundai Heavy Industries (HHI) --
Intellectual Property Rights Protection in China -- Suggested Literature
-- CHAPTER 8 -- Ribe Maskinfabrik A/S - Developing New Business
Areas -- Early Internationalization Efforts -- The Establishment of
Rimadan - Structuring Outsourcing Operations -- Entering China --
Suggested Literature -- CHAPTER 9 -- GPV Group A/S - New Supplier
Opportunities -- History and Introduction.
Suggested Literature -- CHAPTER 10 -- Conclusions -- References.
