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Nota di contenuto	pt. 1. Concepts and constructs of strategy in global competition -- pt. 2. Global environmental change -- pt. 3. Technology and global competition -- pt. 4. Global competition and strategy : industry and country studies -- pt. 5. Frameworks for analysing global competition -- pt. 6. Strategic management for global competition.
Sommario/riassunto	The main thrust of Part 1 is to give some understanding of the concept of 'global competition'. In doing so, the chapters rely heavily on industrial studies. Part 2 deals with two different aspects of this change viewed from two different perspectives. The one is economic and more macro: the other political and social and more micro, being concerned with the way in which companies have to utilize their various organisational units and integrate information on a fragmented environment into a strategic whole. Part 3 deals specifically with technology, as the particular segment of the environment.