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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 -- W Diesel - Managing Licensees in a Globalized World -- Introduction to MAN B&W -- 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.

Sommario/riassunto

"This book addresses the challenges associated with managing global offshoring strategies. Offshoring and offshore outsourcing are hardly new phenomena. What is new is that information technology creates new opportunities for geographically dispersed business activities and enables the fragmentation of the value chain for "traditional" production and service companies. The pace of offshoring is likely to gain further momentum. The authors' intention in this book is to "put a face" on some Danish companies as they contemplate and engage in offshoring projects. When selecting the cases, the authors chose a diverse set that exemplifies the complicated range of challenges that companies face when they migrate products or services. All of the cases were developed on the basis of in-depth field research and close collaboration with the respective company managers. The book targets bachelor, master and MBA students taking courses on global strategy. It can be used in conjunction with a set of readings and articles on global strategy issues. Although the book is meant to serve as teaching material, the authors hope that business professionals also find inspiration and interesting insights applicable to their own organizations as they search for global offshoring opportunities."
