



## Book Review of "The Next Global Stage: Challenges and Opportunities in Our Borderless World" (Kenichi Ohmae)

By Emmanuel Tete Darko

GRIN Verlag Feb 2016, 2016. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Literature Review from the year 2012 in the subject American Studies - Literature, grade: A, Atlantic International University, course: DBA, language: English, abstract: Any firm that aspires to industry leadership in the 21th century must think in terms of global, not domestic, market leadership. The world economy is globalizing at an accelerating pace as countries previously closed to foreign companies open up their markets, as internet shrinks the importance of geographic space, as ambitious growth-minded companies race to build stronger competitive positions in the market of more and more countries. Firms in industries that are already globally competitive, or in the process of becoming so are under the gun to come up with a strategy for competing successfully in global markets. In all of this, the crucial strategic issues unique to competing across national boundaries are: whether to customize the firm's offerings in each different country market to match the taste and preferences of local buyers or offer a most standardized product globally; whether to employ essentially the same basic competitive strategy in all countries or modify...



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