
Global strategic management Lecture 1

- Strategy - a firm's theory about how to gain competitive advantage, manage risk in an uncertain area, vision
- Competitive Advantage - a firm's ability to create above average returns compared to industry peers, estimate of lender's or shareholders' expectations of what they will gain from this company compared to other companies with the same amount of risk
- Sustainable competitive advantage - stakeholders' trust may disappear if not sustained
- Why go global?
 - increase efficiency - added competition in one market, max profit elsewhere
 - innovation
 - reduce risk
 - sales growth
 - isomorphism?
- Globalisation, **PORTER** - interconnectedness across national borders
- localisation - preserving a coherent sense of identity home and community
- **Competitive landscape**
 - technological advances - Amazon, end of publishing?
 - geographical
 - companies in that industry
 - political landscape - single market act EU (common area allows companies to operate multinationally, circulation of goods, services, capital and persons)
 - cost of phone calls and air fares fallen significantly in past 10 yrs
 - competition is primary driver of lowering costs
- **The I/O MODEL (industrial organisational model of above average returns)**

Dominance of the external environment, military origins of strategy defend your hill

Global Strategic Management Lecture Notes

**Heidi Vernon-Wortzel, Heidi
Vernon, Lawrence H. Wortzel**



Global Strategic Management Lecture Notes:

Global Strategic Management Philippe Lasserre, Felipe Monteiro, 2022-11-03 Seamlessly blending academic rigour and practicality this textbook provides an introduction to global business strategy Assuming a born global perspective Global Strategic Management is supported by ample pedagogical features including numerous case studies and examples featuring both established multinationals and unknown SMEs from across the globe The book takes an applied approach to global business strategy emphasising functional parts of international business managing marketing operations HR and finance The text has been widely updated to incorporate the impacts of the Covid 19 pandemic such as work from anywhere and deglobalization New to this fifth edition is increased material on sustainability and corporate social responsibility including discussion of climate change NGOs and sustainable development goals Subjects such as the impact of technology cryptocurrency and global strategy in the digital space are discussed in more detail while the conflict in Ukraine is also considered

Global Strategic Management Gerardo R. Ungson, Yim-Yu Wong, 2014-12-18 International business is undergoing continuous transformation as multinational firms and comparative management evolve in the changing global economy To succeed in this challenging environment firms need a well developed capability for sound strategic decisions This comprehensive work provides an applied and integrated strategic framework for developing capabilities that lead to global success It is designed to help readers achieve three essential objectives First it provides intellectual and practical guidelines for readers to execute goals and strategies that lead to meaningful and productive results The book is packed with frameworks cases anchoring exercises techniques and tools to help readers emerge with a completed business plan after the last chapter Second it focuses on strategy and how firms build competitive presence and advantages in a global context A primary learning objective is to enable readers to understand and evaluate the major issues in strategy formulation and implementation in a global context Third it provides an accessible framework that will help guide readers in making strategic decisions that are sound and effective It offers a unifying process that delineates the necessary steps in analyzing the readiness of a firm to do business abroad In addition to core issues each chapter presents frameworks analytical tools action oriented items and a real world case all designed to provide insights on the challenges imposed by globalization and technology on managers operating in a global context

Global Strategic Management Kamel Mellahi, Jędrzej George Frynas, Paul N. Finlay, 2005 Global Strategic Management is a core textbook for almost any International and Global Strategy course and is suitable as a supplementary text for any Strategic Management or International Business courses This brand new text is the first to offer a truly global as opposed to multinational perspective on strategy It covers both traditional strategic management topics and new topics such as corporate social responsibility and new technologies Global Strategic Management gives the student a thorough understanding of the wide range of theories and research available in this field while providing both mini cases and full length cases of successful global companies from the United States Europe and

emerging economies such as India As well as providing comprehensive pedagogical features the text is accompanied by a companion web site which includes a lecturer area with model answers to discussion questions and case questions and Powerpoint slides and a student area with links to web sites of interest

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Global Strategic Management, Second Edition Philippe Lasserre, 2007-12-15 This second edition embraces traditional strategic management teaching but extends it to a world scale It offers insight into the impact of globalization on business organizations and into how managers could and should react

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multinational and global corporations an area of growing importance in the current age of restructuring feverish competition and political upheaval Focuses on the dramatically different environment in which managers now function Further it examines the new and more sophisticated tools that will be needed in marketing production finance and control and research and development in order to remain competitive With 31 new readings written by a wide range of leading authors in the field it contains indispensable advice for managers in the global setting **Global Business Today-Instructors Text** Hill Charles, 1998 Strategic Management James M. Higgins, Julian W. Vincze, 1993 Instructor's Manual to Accompany Strategic Management Arthur A. Thompson, 1990 **Instructors Resource Manual** Fred David, 2000-12-18

Management Richard L. Daft, Thomas W. Lloyd, 2000 Strategic Management Arthur A. Thompson, Alonzo J. Strickland, 1990 Global Market Strategy in the Confectionery Industry Chùn Chang, 2001 **Strategic Management Theory** Charles W. L. Hill, Gareth R. Jones, 2001 **Strategic Management** Alan J. Rowe, 1994 The revised edition of this book now contains discussion of time based competition versus cost based competition new coverage of total quality management value based strategies concurrent design and manufacturing It also looks at the application of expert systems as a strategic support tool **Business Administration Reading Lists and Course Outlines** , 1995

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Table of Contents Global Strategic Management Lecture Notes

1. Understanding the eBook Global Strategic Management Lecture Notes
 - The Rise of Digital Reading Global Strategic Management Lecture Notes
 - Advantages of eBooks Over Traditional Books
2. Identifying Global Strategic Management Lecture Notes
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Global Strategic Management Lecture Notes
 - User-Friendly Interface
4. Exploring eBook Recommendations from Global Strategic Management Lecture Notes
 - Personalized Recommendations
 - Global Strategic Management Lecture Notes User Reviews and Ratings
 - Global Strategic Management Lecture Notes and Bestseller Lists
5. Accessing Global Strategic Management Lecture Notes Free and Paid eBooks
 - Global Strategic Management Lecture Notes Public Domain eBooks
 - Global Strategic Management Lecture Notes eBook Subscription Services

- Global Strategic Management Lecture Notes Budget-Friendly Options
- 6. Navigating Global Strategic Management Lecture Notes eBook Formats
 - ePub, PDF, MOBI, and More
 - Global Strategic Management Lecture Notes Compatibility with Devices
 - Global Strategic Management Lecture Notes Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Global Strategic Management Lecture Notes
 - Highlighting and Note-Taking Global Strategic Management Lecture Notes
 - Interactive Elements Global Strategic Management Lecture Notes
- 8. Staying Engaged with Global Strategic Management Lecture Notes
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Global Strategic Management Lecture Notes
- 9. Balancing eBooks and Physical Books Global Strategic Management Lecture Notes
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Global Strategic Management Lecture Notes
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Global Strategic Management Lecture Notes
 - Setting Reading Goals Global Strategic Management Lecture Notes
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Global Strategic Management Lecture Notes
 - Fact-Checking eBook Content of Global Strategic Management Lecture Notes
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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