



## Going Global

By Roger Cartwright

John Wiley and Sons Ltd, United Kingdom, 2002. Paperback. Book Condition: New. 168 x 124 mm. Language: English . Brand New Book. This title presents a fast track route to mastering globalization and successfully managing global expansion. It covers the key areas of global operations and globalization, from understanding cultural differences and global consumers to being global but acting local and understanding the social implications of globalization. It features examples and lessons from some of the world's most successful businesses, including, Boeing, PO and Sony and ideas from the smartest thinkers, including Anthony Giddens, Noreena Herz, Naomi Klein, David Korten, Richard Lewis, Michael Porter, Fons Trompenaars and George Yip. It includes a glossary of key concepts and a comprehensive resources guide.



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