

UNDERSTANDING GLOBAL STRATEGY

SUSAN SEGAL-HORN AND DAVID FAULKNER



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Understanding Global Strategy is the eagerly anticipated new textbook from Susan Segal-Horn and David Faulkner for international strategy courses at all levels.

Exploring strategic decision-making on a global scale from multinational corporations through to small enterprises, Segal-Horn and Faulkner cover globalization, networking, culture barriers and benefits, ethics and emerging economies to provide the complete introduction for today's global strategy courses.

KEY LEARNING FEATURES INCLUDE:

Premium Case Studies – a selection of in-depth international case studies from premium case study authors provide practical illustrations of key issues in real-life situations

Strategies in Action – a wealth of shorter case studies to reinforce principles outlined in each chapter

Discussion Questions – are provided at the end of each chapter to test knowledge and understanding, and provide a basis for group discussions and activities

Target Courses: This textbook is essential reading for all international or global strategy modules on advance undergraduate or postgraduate (particularly MBA) programmes, in addition to broader strategic management and professional courses.

Susan Segal-Horn is Professor of International Strategy at the Open University Business School. She specializes in global strategies in service industries and within multinational service firms.

"This is an important and admirable new text on global strategy with several quite distinctive strengths. It provides a comprehensive treatment of different contexts and sectors. It also addresses newly significant issues such as ethics, SME globalization and base-of-the-pyramid strategy. Not least, it contains very relevant case studies."

John Child, Professor of Commerce, Birmingham Business School, University of Birmingham

"An admirably incisive overview of global strategy by a pair of most experienced authors. It robustly covers a very wide range of cross-national business contexts. It will be of great use to both undergraduate and postgraduate users, particularly aspirant MBAs."

Malcolm Warner, Professor and Fellow Emeritus, Wolfson College and Judge Business School, University of Cambridge

"I am very impressed with the thoroughness of their approach and, as a book on global strategy, it is a welcome antidote to a field that it is dominated by so many superficial texts."

Paul Gooderham, Professor in International Management at NHH – The Norwegian School of Economics & Business Administration

David Faulkner is Emeritus Professor of Strategy at Royal Holloway, University of London. He is also an Associate Fellow of the Saïd Business School and Dean of Magna Carta College, Oxford.

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