



International Business Strategy: Rethinking the Foundations of Global Corporate Success

Alain Verbeke

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How can you best extend your knowledge of how multinational enterprises (MNEs) function? What does globalization mean for today's managers? How do students turn the message from academic literature into effective business strategies within an MNE? This practical textbook shows how the key concepts from business strategy literature can be applied to multinational enterprise. MBA and Masters students will gain the practical knowledge and skills needed to succeed as effective managers in multinational companies through a critical study of mainstream strategy models and the analysis of forty-five key journal articles. More than twenty 'half-length' case studies from leading firms including Honda, IKEA and Danone show globalization in practice at the firm level. The book also identifies seven central themes from the literature for successful global strategies and unifies them into a clear framework that can be applied to real businesses worldwide.

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