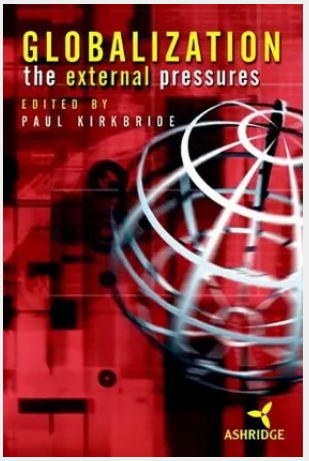
Kirkbride

Globalization: The External Pressures

"Globalisation, The External Perspective" ist ein ideales Nachschlagewerk zu den aktuellsten Gedanken, den wichtigsten Konzepten und Themen rund um die Globalisierung, und zwar aus unternehmensexterner Sicht. Dieses Buch wurde als praktischer Ratgeber konzipiert für Mitarbeiter von Unternehmen, die bereits auf globaler Ebene operieren oder sich dieser Herausforderung in naher Zukunft stellen werden. Dabei ist es keine bloße Aufsatzsammlung zu diesem Thema, sondern behandelt detailliert und praxisbezogen die wichtigsten Konzepte in diesem Bereich. Darüber hinaus enthält es Checklisten zu bewährten Methoden und besten Praktiken. Mit Beiträgen von führenden Experten aus Belgien, Brasilien, Deutschland, Italien, Schweden, Großbritannien und den USA. Als Ergänzung auch den Band "Globalisation, The Internal Perspective", der das Thema Globalisierung aus unternehmensinterner Sicht betrachtet. Beide Bücher zusammen liefern einen umfassenden Überblick über dieses aktuelle Thema.

Much literature is available discussing the concept of globalization, but now it is time for some practical advice on what it actually means for an organization. Globalization: The internal dynamic and Globalzation: The External Pressures can be read independently or as a complement to the other. The aim of both books is to present an all-round dissection and a one-stop source of latest thinking on the topic of globalization. The focus is both on issues that arise within the internal workings of an organization and on the pressures that come to bear from outside. Globalization - The External Pressures brings together a picture of how organizations are responding on a macro scale in terms of their interfaces with an increasingly global environment. Topics covered in the book include: * The global economy (world trade flows, foreign and direct investment etc.) * The global labour market * The global information market (how globalization has been fuelled by the internet revolution) * The role of a corporate parent in a multinational business * The management of global partnerships and alliances * The pull towards globalization from the market and customers (including the problems of marketing products and services globally) * The centrifugal forces of global and local tension

Since globalization really started to make an impact on business in the 1990s we now find ourselves in a period of unprecedented levels of global integration. Much literature is available discussing the concept of globalization but now it is time for some practical advice on what it actually means for an organization. This book, and a partner book Globalization: The Internal Dynamic, can be read independently or as a complement to the other. The aim of both books is to present an all-round dissection and a one-stop source of latest thinking on the topic of globalization. The focus is both on issues that arise within the internal workings of an organization and on the pressures that come to bear from outside. The joint expertise of various members of the Ashridge faculty bring a wealth of experience and knowledge to a topic that, in the authors' view, is still in a transformational phase. Not only do they evaluate the concept of globalization and break it down into various schools of thought, they offer truly practical advice on how to deal with the whole arena of globalization. Once digested, an organization should be armed with the tools to deal with the issues that arise within the organization and those that pressurize it from the outside. Each chapter includes case examples, practical tips and hints, and the tools both to bring this topic to life and to make the book useful to organizations on a day-to-day basis.



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