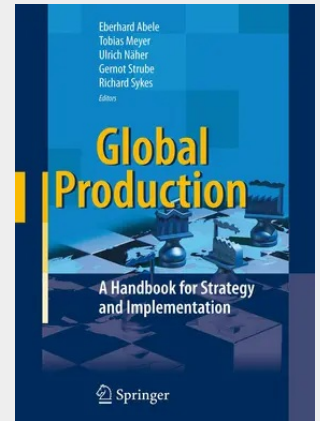


Global Production

A Handbook for Strategy and Implementation

Global production and purchasing operations create a platform for entry into new markets. However, it takes considerable effort to plan and implement a sustainable globalization strategy; this comprehensive handbook on the strategy and implementation of global manufacturing networks will help in that task. The wealth of experience and analysis featured in this book is the result of an extensive survey among leading manufacturing companies as well as countless discussions with executives who have personally wrestled with the issues of "going global." The book treats the whole range of management challenges: from the optimal location decision to the ramp-up of new production sites. In breadth and depth, the insights it offers surpass what a manager or most individual companies could acquire on their own.

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