



# Global Strategy

By Stephen Tallman



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This comprehensive volume from Wiley's Global Dimensions of Business series explores the topic of international strategic management at an MBA or Executive Education level. Authored by an accomplished teacher who possesses a strong understanding of the market, this text offers clear frameworks coupled with lively, international case studies.

- Written by an experienced teacher possessing a strong research profile and a clear understanding of the market.
- Emphasizes organizational competences and provides a direct bridge to the strategy frameworks and concepts essential to MBA and Executive Education programs.
- Focuses on capabilities, capability-building and knowledge, and highlights the distinction between input and leveraging in terms of capabilities.
- Reviews additional opportunities for making performance gains in the international environment and the additional complexity involved in managing in a global – rather than domestic – environment.
- All chapters include sections on essential reading, student questions, summaries, case examples, and ‘key terms.’

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### Editorial Review

From the Inside Flap

Designed for use by executive MBAs and full-time graduate courses, Global Strategy:

- Highlights the distinction between input and leveraging
- Emphasizes organizational competences and provides a direct bridge to the strategy frameworks and concepts essential of MBA and executive Education programs.
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From the Back Cover

Business Strategy in the 21st century is global strategy. As culture, politics, employment and other aspects of non-business life become more global, the global strategies of multinational enterprises are of great concern to business, governments, and consumers.

This timely volume provides the basic knowledge needed to understand the forces driving international and global strategies, the character of such strategies, and the actions firms take to survive and prosper in the global economy.

Written by an experienced teacher with a strong research profile and a clear understanding of the market, Global Strategy focuses on organizational capabilities, capability-building and knowledge.

This text is part of the **Global Dimensions of Business series** designed to provide authoritative strategy and international business coverage for advanced and executive students. Books in the series provide focused, topic-based summaries of the key developments in business - ideally designed for use on modular courses.

About the Author

**Stephen Tallman** holds the E. Claiborne Robins Distinguished Professorship in Business at the University of Richmond in Richmond, Virginia. He has wide experience of both research and teaching in strategic management and international business. He is Co-Editor of the newly founded Global Strategy Journal; Associate Editor, Strategic Management Journal; Editorial review board Member of Thunderbird International Business review and Management International review and previously Organization Science and Journal of International Management; and Consulting Editor, Journal of International Business Studies.

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