



Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter

By Pankaj Ghemawat

Download now

Read Online →

Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter By Pankaj Ghemawat

Why do so many global strategies fail—despite companies’ powerful brands and other border-crossing advantages? Seduced by market size, the illusion of a borderless, “flat” world, and the allure of similarities, firms launch one-size-fits-all strategies.

But cross-border differences are larger than we often assume, explains Pankaj Ghemawat in *Redefining Global Strategy*. Most economic activity—including direct investment, tourism, and communication—happens locally, not internationally.

In this “semiglobalized” world, one-size-fits-all strategies don’t stand a chance. Companies must instead reckon with cross-border differences. Ghemawat shows you how—by providing tools for:

- Assessing the cultural, administrative, geographic, and economic differences between countries at the industry level and deciding which ones merit attention.
- Tracking the implications of particular border-crossing moves for your company’s ability to create value.
- Creating superior performance with strategies optimized for adaptation (adjusting to differences), aggregation (overcoming differences), and arbitrage (exploiting differences), and for compound objectives.

In-depth examples reveal how companies such as Cemex, Toyota, Procter & Gamble, Tata Consultancy Services, IBM, and GE Healthcare have adroitly managed cross-border differences—as well as how other well-known companies have failed at this challenge.

Crucial for any business competing across borders, this book will transform the way you approach global strategy.

 [Download Redefining Global Strategy: Crossing Borders in a ...pdf](#)

 [Read Online Redefining Global Strategy: Crossing Borders in ...pdf](#)

Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter

By Pankaj Ghemawat

Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter By Pankaj Ghemawat

Why do so many global strategies fail—despite companies’ powerful brands and other border-crossing advantages? Seduced by market size, the illusion of a borderless, “flat” world, and the allure of similarities, firms launch one-size-fits-all strategies.

But cross-border differences are larger than we often assume, explains Pankaj Ghemawat in *Redefining Global Strategy*. Most economic activity—including direct investment, tourism, and communication—happens locally, not internationally.

In this “semiglobalized” world, one-size-fits-all strategies don’t stand a chance. Companies must instead reckon with cross-border differences. Ghemawat shows you how—by providing tools for:

- Assessing the cultural, administrative, geographic, and economic differences between countries at the industry level and deciding which ones merit attention.
- Tracking the implications of particular border-crossing moves for your company’s ability to create value.
- Creating superior performance with strategies optimized for adaptation (adjusting to differences), aggregation (overcoming differences), and arbitrage (exploiting differences), and for compound objectives.

In-depth examples reveal how companies such as Cemex, Toyota, Procter & Gamble, Tata Consultancy Services, IBM, and GE Healthcare have adroitly managed cross-border differences—as well as how other well-known companies have failed at this challenge.

Crucial for any business competing across borders, this book will transform the way you approach global strategy.

Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter By Pankaj Ghemawat **Bibliography**

- Sales Rank: #160758 in Books
- Brand: Brand: Harvard Business Review Press
- Published on: 2007-09-27
- Original language: English
- Number of items: 1
- Dimensions: 9.52" h x 1.09" w x 6.34" l, 1.20 pounds
- Binding: Hardcover
- 272 pages

 [Download Redefining Global Strategy: Crossing Borders in a ...pdf](#)

 [Read Online Redefining Global Strategy: Crossing Borders in ...pdf](#)

Download and Read Free Online Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter By Pankaj Ghemawat

Editorial Review

Review

Named one of the “**Highlights from the Decade**” in *strategy+business* magazine.

About the Author

Pankaj Ghemawat is the Anselmo Rubiralta Professor of Global Strategy at IESE Business School in Barcelona and the Jaime and Josefina Chua Tiampo Professor (on leave) at Harvard Business School. His Harvard Business Review article *Regional Strategies for Global Leadership* won the McKinsey Award in 2005.

Users Review

From reader reviews:

George Foulds:

This Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter are reliable for you who want to become a successful person, why. The explanation of this Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter can be one of several great books you must have is definitely giving you more than just simple examining food but feed you with information that probably will shock your prior knowledge. This book is handy, you can bring it just about everywhere and whenever your conditions at e-book and printed people. Beside that this Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter forcing you to have an enormous of experience such as rich vocabulary, giving you demo of critical thinking that we all know it useful in your day exercise. So , let's have it appreciate reading.

Lisa Chaffee:

Exactly why? Because this Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter is an unordinary book that the inside of the guide waiting for you to snap this but latter it will jolt you with the secret the item inside. Reading this book close to it was fantastic author who else write the book in such incredible way makes the content inside of easier to understand, entertaining technique but still convey the meaning fully. So , it is good for you because of not hesitating having this any longer or you going to regret it. This unique book will give you a lot of rewards than the other book include such as help improving your proficiency and your critical thinking technique. So , still want to hold up having that book? If I had been you I will go to the reserve store hurriedly.

Ruth Santiago:

Reading can called imagination hangout, why? Because if you are reading a book particularly book entitled Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter your head will drift

away through every dimension, wandering in every single aspect that maybe unfamiliar for but surely can become your mind friends. Imaging each and every word written in a publication then become one contact form conclusion and explanation which maybe you never get just before. The Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter giving you yet another experience more than blown away the mind but also giving you useful details for your better life within this era. So now let us present to you the relaxing pattern this is your body and mind will be pleased when you are finished studying it, like winning an activity. Do you want to try this extraordinary shelling out spare time activity?

Daniel Bailey:

A lot of guide has printed but it is different. You can get it by world wide web on social media. You can choose the most effective book for you, science, witty, novel, or whatever simply by searching from it. It is identified as of book Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter. You'll be able to your knowledge by it. Without leaving behind the printed book, it may add your knowledge and make an individual happier to read. It is most crucial that, you must aware about publication. It can bring you from one spot to other place.

Download and Read Online Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter By Pankaj Ghemawat #ODT8GSY4X32

Read Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter By Pankaj Ghemawat for online ebook

Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter By Pankaj Ghemawat Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter By Pankaj Ghemawat books to read online.

Online Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter By Pankaj Ghemawat ebook PDF download

Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter By Pankaj Ghemawat Doc

Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter By Pankaj Ghemawat Mobipocket

Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter By Pankaj Ghemawat EPub

ODT8GSY4X32: Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter By Pankaj Ghemawat