



Global Strategy (Global Dimensions of Business)

Stephen Tallman

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- 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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