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## International Business Strategy And The Multinational Company

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been able to cross national borders and do business abroad.

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Chapter 11: The Strategy of International  
Business ; The Learning Objectives for this  
chapter are To evaluate industry structure,  
firm strategy, and value creation To profile  
the features and functions of the value chain  
To assess how managers configure and  
coordinate a value chain To explain global  
integration and local responsiveness To  
profile the types of strategies firms use in  
...

~~11 The Strategy of International Business~~  
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students an understanding of the different  
business management practices found all over  
the world, and prepare them for graduate  
careers working abroad or in organisations  
that are engaged in business on a global  
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The Bartlett & Ghoshal Model indicates the  
strategic options for businesses wanting to  
manage their international operations based  
on two pressures: local responsiveness &  
global integration. Bartlett & Ghoshal's  
model is explained in the short revision

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video below and in the study notes further down this page. tutor2u 109K subscribers

## ~~Bartlett & Ghoshal Model of International... | Business ...~~

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The Definition of International Business  
International business relates to any situation where the production or distribution of goods or services crosses country borders. Globalization—the shift toward a more interdependent and integrated global economy—creates greater opportunities for international business.

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At the corporate level, firms choose to use one of three international strategies: multidomestic, global, or transnational (transnational is a combination of multidomestic and global).

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Customers play an important role in the international market, the strategies need to design according to the consumers tastes and preferences because people of different countries have different preferences which needed to be understood by the companies, wants to get the advantage in the competitive or international market. There is the need to identify the best method to satisfy the customer's needs, demands or wants, for the efficiency organizational objectives should be made or focused ...

~~Impact of Globalization on International  
Business Strategy ...~~

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