



Managing Across Borders: The Transnational Solution

Christopher A. Bartlett, Sumantra Ghoshal

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Widely acclaimed for its perceptive insights into the management of companies operating in an international environment, "Managing Across Borders" has established itself as a landmark book. Bartlett and Ghoshal describe the emergence of a revolutionary corporate form - the transnational - and reveal how the nature of the global competitive game has fundamentally changed. "Highly readable! Valuable lessons for companies in a wide range of industries and sizes-indeed, almost any organization operating several different businesses across borders." - "The Financial Times". "A fascinating book! The conclusions certainly break away from the perceived wisdom about the factors needed for success in global markets." - "Management Today". ""Managing Across Borders" makes clear that success in global strategy is as much a function of the ability to organize and manage as it is the ability to create a sound strategy. Bartlett and Ghoshal make an important and highly practical contribution in a book that represents the leading edge of thinking on this important subject." - Michael E.Porter, Bishop William Lawrence University Professor, Harvard Business School, and author of "Competitive Strategy".

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