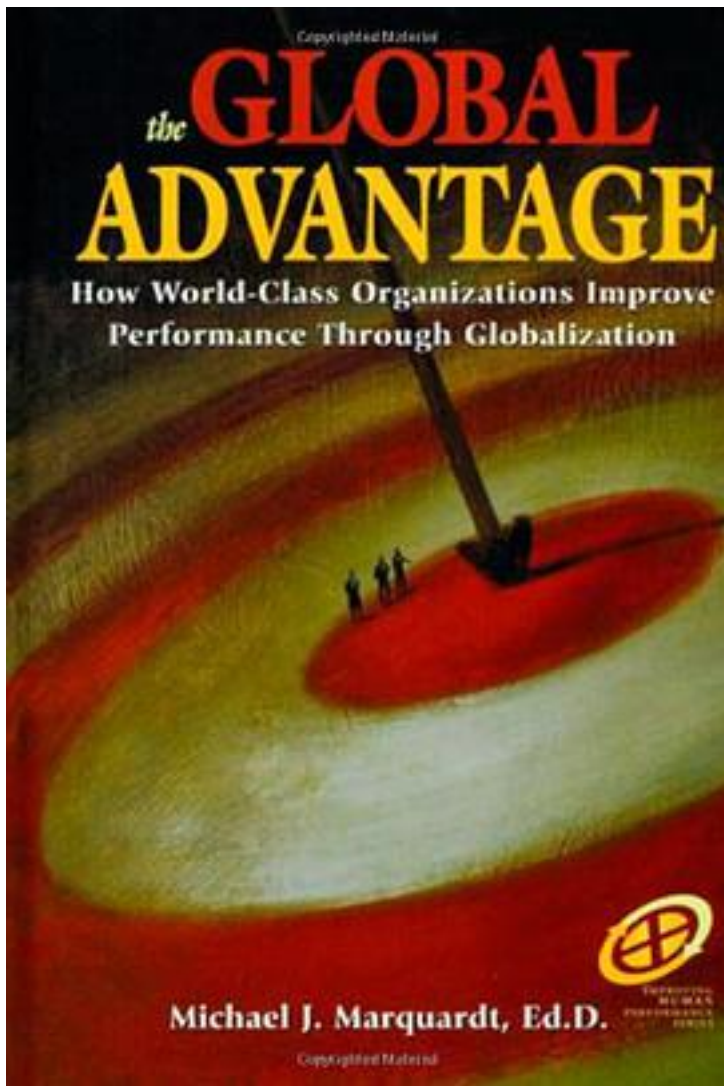


The Global Advantage



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著者:Marquardt, Michael J.

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In an economy where companies must globalize or perish, only a few have successfully taken their business to the world level. "The Global Advantage" zeros in on 40 preeminent global companies, located across six continents. A key feature of this book is the author's 'GlobalSuccess' model, based on the research and work he has done with hundreds of global executives around the world. "The Global Advantage" reveals his discoveries and evaluates how these leaders are bringing their corporations into the global stratosphere. The 'GlobalSuccess' model, build upon the authors experiences and ideas, shows you how to globalize your: corporate culture; human resources; strategies; operations; structure; and learning. You will find specific strategies and principles for globalizing your organization's six dimensions, as defined by the 'GlobalSuccess' model, as well as what steps your company should take to move toward global status. In addition, the 'GlobalSuccess' capability and readiness profile helps you to measure the current level of globalization in your company, as well as how your company's globalization compares with that of your competitors. Case studies include: General Electric; Whirlpool; Colgate-Palmolive; Shell; Warner-Lambert; Toshiba; Coca-Cola; Xerox; Federal Express and Hewlett-Packard.

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