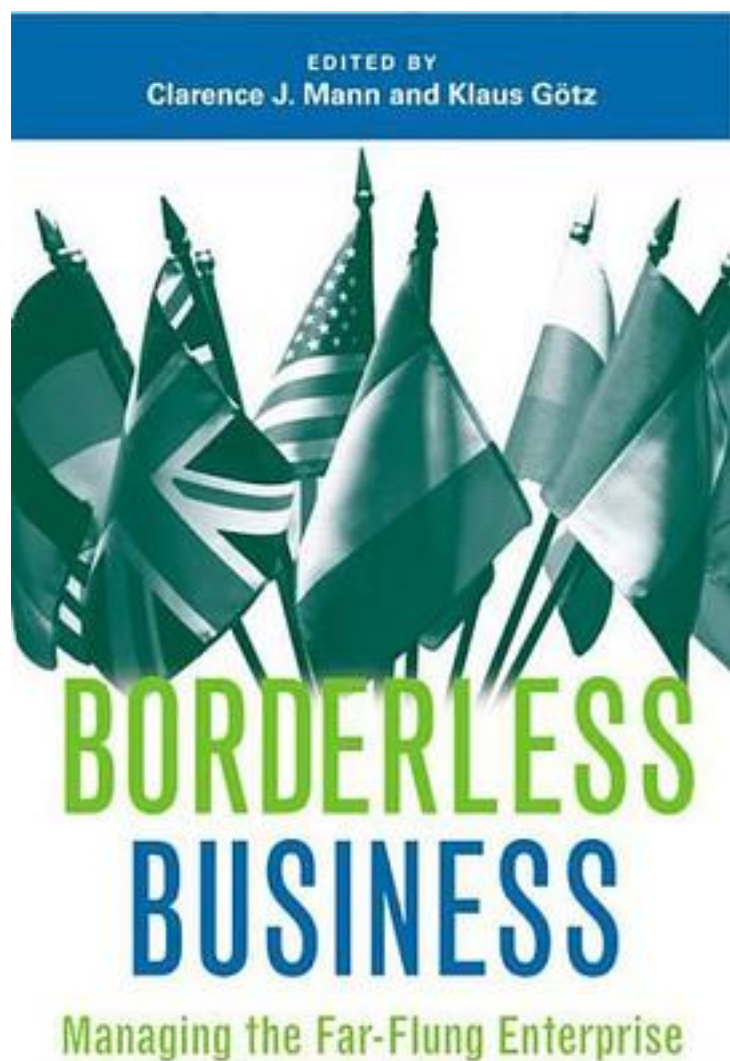


Borderless Business



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From extending successful brands into exotic new markets to tapping talent in "virtual" teams to building ultra-complex supplier and distributor networks, today's executives and managers must consider the international implications of every decision they make. In the past decade, the pace of change has only accelerated, with the Internet, for example, making connections instantaneous and ubiquitous - and global aspirations attainable for even the smallest of enterprises. Certainly, globalisation has its detractors, but for today's business leaders, the issue is not to debate the merits of globalisation but to learn how to thrive in the global marketplace. In "Borderless Business", the authors tackle every major dimension of globalisation - from marketing, human resource management and supply chains to accounting and finance - and demonstrate how these issues play out in a global context. Each chapter describes the new skills and competencies that managers must master in order to lead their companies in this environment, where every management challenge is amplified. Featuring current data and dozens of case examples and applications from around the world, "Borderless Business" is a practical handbook for executives and managers and an indispensable text for students of international business.

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