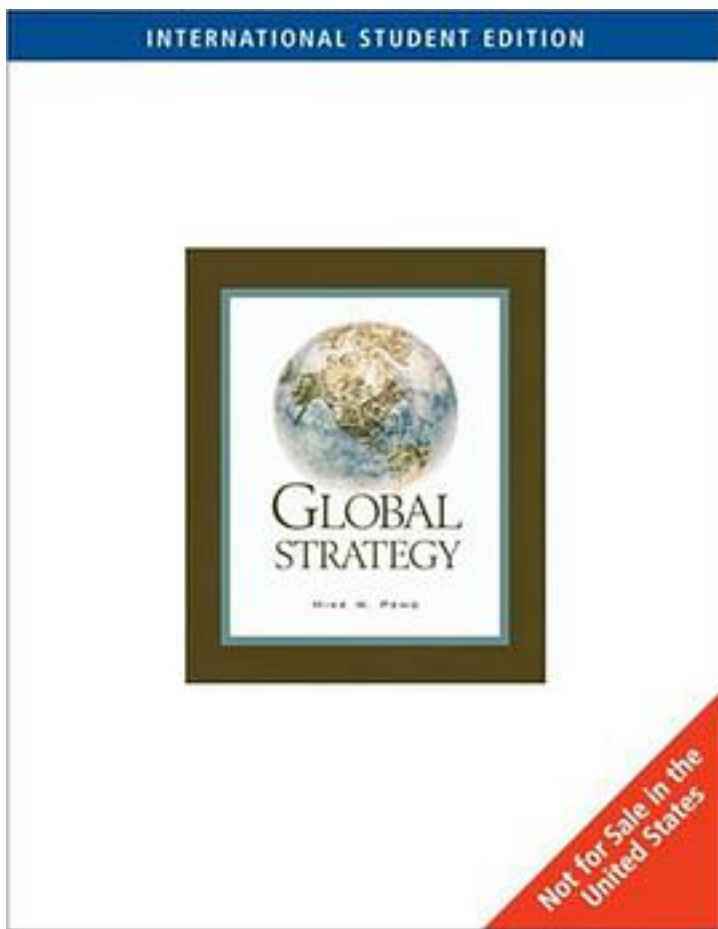


Global Strategy



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Global Strategy deals with the question of how firms can compete in a global environment. Andrew Inkpen and Kannan Ramaswamy examine the issues considered central to the study of strategic management in a global context, such as the nature of

global advantage, strategic alliances, competing in emerging markets, international corporate governance, global knowledge management, and ethical issues in international business. By integrating academic research with practical examples and case studies the book informs students and managers of global business about a diverse set of important strategic issues.

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