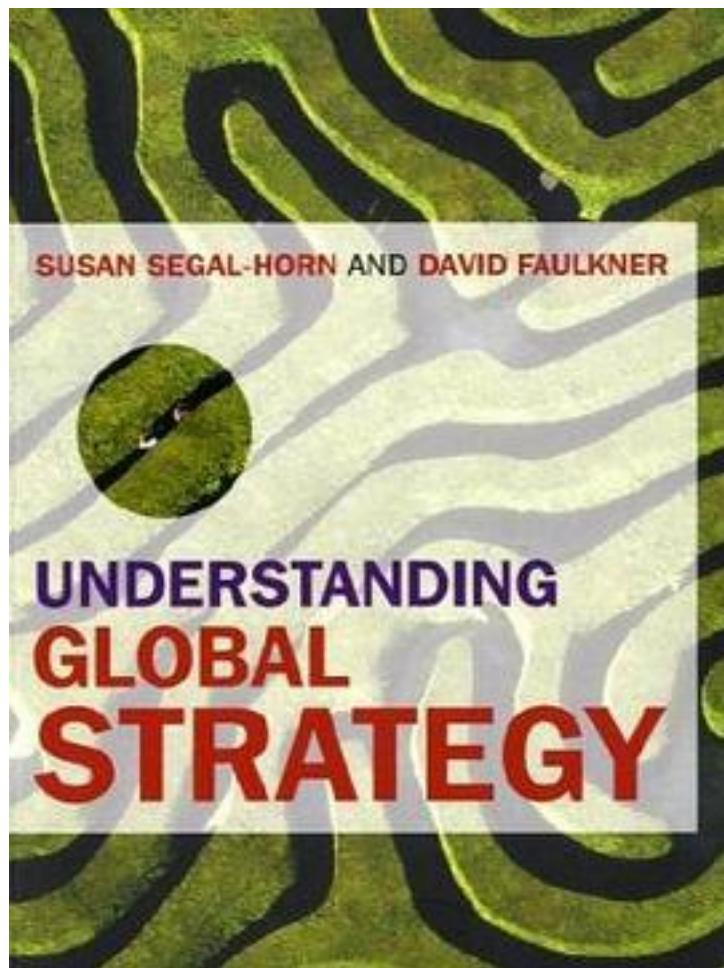


Understanding Global Strategy



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"Understanding Global Strategy" is the eagerly anticipated new textbook from Susan Segal-Horn and David Faulkner for international strategy courses at all levels. Exploring

strategic decision-making on a global scale from multinational corporations through to small enterprises, Segal-Horn and Faulkner cover globalization, networking, culture barriers and benefits, ethics and emerging economies to provide the complete introduction for today's global strategy courses. Key learning features include: Premium Case Studies - a selection of in-depth international case studies from premium case study authors provide practical illustrations of key issues in real-life situations; Strategies in Action - a wealth of shorter case studies to reinforce principles outlined in each chapter; and, Discussion Questions which are provided at the end of each chapter to test knowledge and understanding, and provide a basis for group discussions and activities. This textbook is essential reading for all international or global strategy modules on advance undergraduate or postgraduate (particularly MBA) programmes, in addition to broader strategic management and professional courses.

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