

The Quest for Global Dominance



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在线阅读本书

Anil K. Gupta, Vijay Govindarajan, and Haiyan Wang are among the most distinguished experts in the field of globalization. In *The Quest for Global Dominance* they present the lessons from their twenty-year study of over two hundred corporations. They argue that, in order for a company to create and maintain its position as a globally dominant player, executives must ensure that their company leads its industry in the following four essential tasks: Identifying market opportunities worldwide and pursuing them by establishing the necessary presence in all key markets Converting global presence into global competitive advantage by identifying and developing the opportunities for value creation that global presence offers Cultivating a global mindset by viewing cultural and geographic diversity as an opportunity, not just a challenge Leveraging the rise of emerging markets especially China and India to transform the company's growth prospects, global cost structure, and pace of innovation

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Anil K. Gupta is the Ralph J. Tyser Professor of Strategy and Organization at the Smith School of Business, the University of Maryland at College Park. A world-renowned scholar on global strategy, he is a regular speaker at major conferences and serves as an adviser and director for corporations in the United States, Europe, and Asia.

Vijay Govindarajan is the Earl C. Daum 1924 Professor of International Business at the Tuck School of Business. He consults with CEOs and senior executives in global corporations. During 2008, he is on leave from Tuck to work with General Electric as Professor in Residence and Chief Innovation Consultant.

Haiyan Wang is managing partner of China India Institute, a research and consulting organization. Drawing on her experience in China, Singapore, Europe, and the United States, she consults with companies and speaks at conferences on smart globalization in the age of China and India.

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