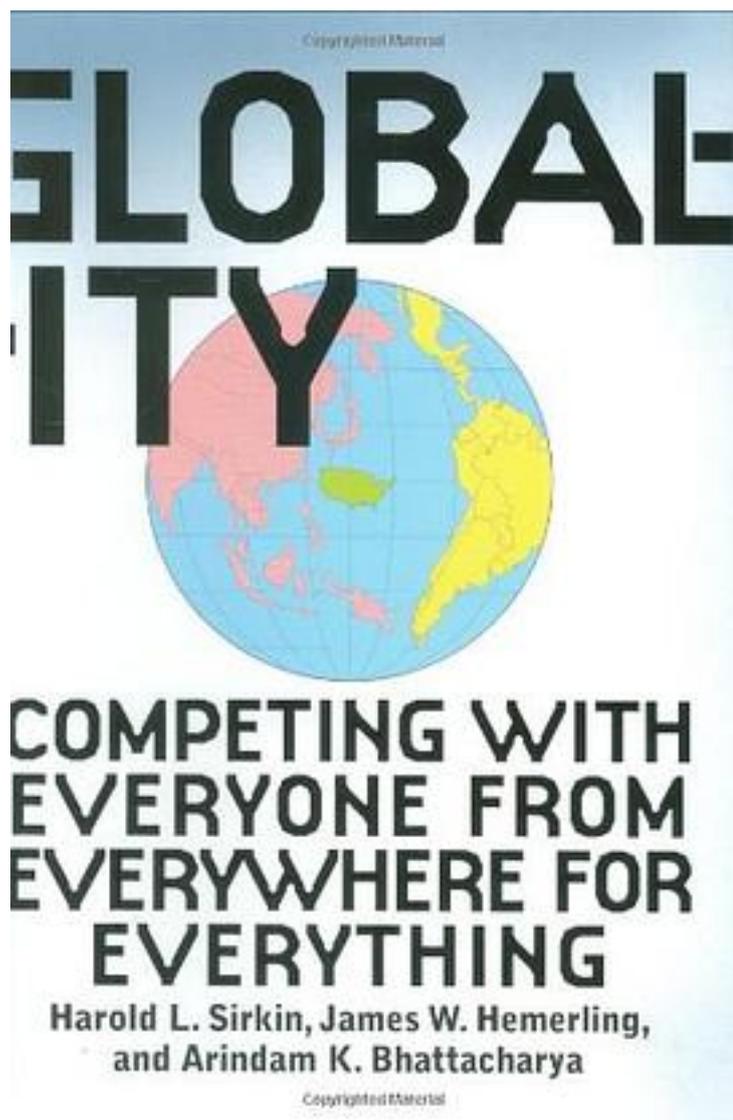


Globality



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In this bold, well-reasoned book, financial consultants Sirkin, Hemerling and Bhattacharya introduce their concept of globality, the next stage of globalization. Following the hundreds of emerging-market companies that have benefited from the migration of production to their lower-cost shores, the authors assert that the flow of opportunity is now changing; it is developing into the equivalent of a corporate tsunami that could threaten the existence of some of the most established companies in the developed world. The emerging companies in India, China and Mexico have absorbed and applied lessons from their outsourcing experiences and are in a position to challenge the very companies they first partnered with. The authors explore the strategic changes companies in developed nations must make to meet this new reality. Vibrant case studies enliven this book, which will appeal to businesspeople and those simply trying to understand why the world of business is suddenly so different. (June 11)

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