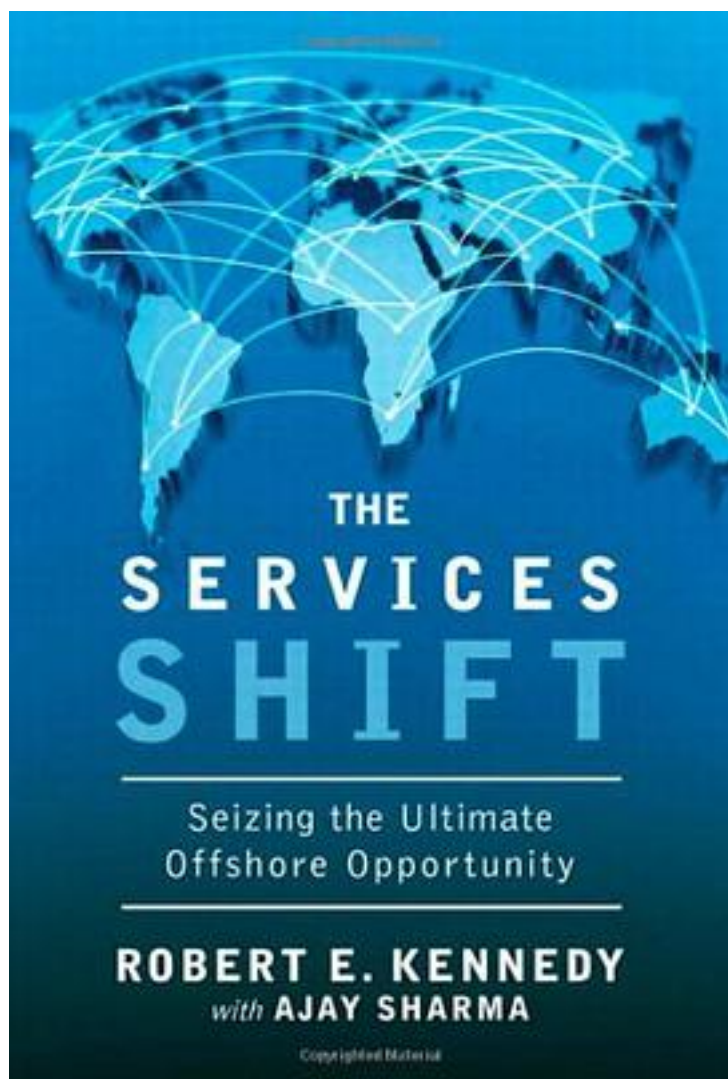


The Services Shift



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Everyone's familiar with manufacturing offshoring by now. But a different phenomenon will soon drive even more powerful changes: the globalization of services. Until now, it's been virtually impossible to get a clear picture of what's going on, where, and why. Where are the jobs going? Which companies benefit -- or could benefit? How, exactly, does services offshoring work? Who makes a good partner? What are the public policy implications? The Services Shift answers all these questions and more, offering powerful insights for managers, policymakers, and citizens alike. Two leading researchers reveal how services offshoring is working in both industries and individual companies, and show how to define and implement realistic services sourcing goals. You'll review the types of players involved in services offshoring, and understand its geographical centers, from China and India to Hungary, Russia, Morocco, Brazil, South Africa, and Mauritius. Drawing on detailed interviews with dozens of participants, the authors review the management skillsets associated with successful services offshoring. Next, they review policy initiatives in both developing and developed countries, and assess U.S. policy initiatives aimed at restricting offshoring. Next, they review policy initiatives in both developing and developed countries, and assess U.S. policy initiatives aimed at restricting offshoring. Finally, the authors preview emerging trends in services globalization.

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