

# Global Strategy Creating And Sustaining Advantage Across Borders Strategic Management

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The key premise of this book is that developing an understanding of global strategic management requires analytic tools different from those of purely domestic strategies. As global integration between companies and countries continues to march forward, managers and strategy researchers will have to find new ways to deal with globalization. The various topics examined in this book are intended to provide guidance as to how to deal with the realities of globalization and strategic management.

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Increased competition, globalisation and new technologies pose major challenges to business leaders. Whether you are a senior leader of an established organisation, or founder of a startup company, strategic thinking is critical to surviving and succeeding in today's volatile business environment. Strategic management can help leaders identify new opportunities and find new ways to create value for customers, whilst creating and maintaining competitive advantage.

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