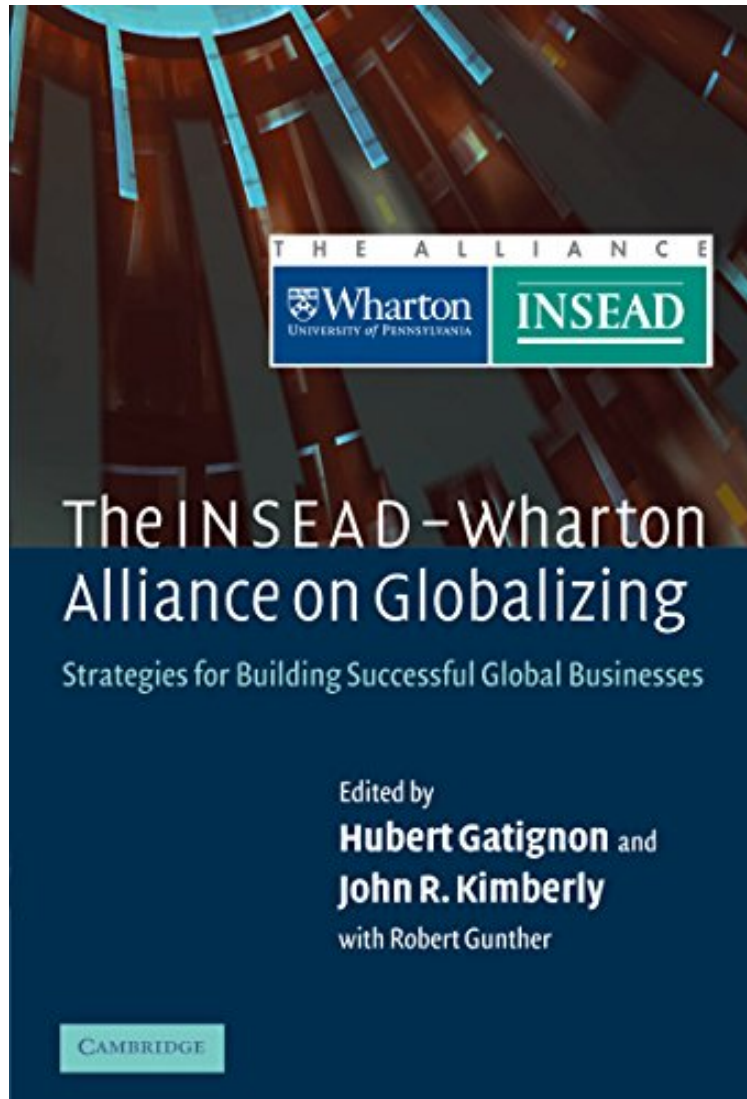


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From Cambridge University Press : The INSEAD-Wharton Alliance on Globalizing: Strategies for Building Successful Global Businesses before purchasing it in order to gauge whether or not it would be worth my time, and all praised The INSEAD-Wharton Alliance on Globalizing: Strategies for Building Successful Global Businesses:

2 of 2 people found the following review helpful. Experts Concur: Get Ready to be GlobalBy Rolf DobelliThis book is the product of the alliance between the University of Pennsylvania's Wharton School and INSEAD, a prestigious

business school outside Paris, with a campus in Singapore. INSEAD's Web site explains the book's parentage: "The INSEAD-Wharton Alliance, announced in May 2001, combines INSEAD's resources with those of Wharton's campuses in Philadelphia and San Francisco, to deliver business education and research across a global learning network." This book, featuring essays by members of both faculties from a variety of business disciplines, makes the alliance tangible to the rest of us. It examines the issues driving business to globalize and the challenges confronting the managers of globalizing businesses. We acknowledge this book as a milestone in the unified academic treatment of global business. Business scholars and corporate trainers may find the collaboration compelling, and readers seeking academic discussion of management theory will certainly find the essays stimulating. Yet, as can happen with academic anthologies, the filtration is spotty: Here, the irrelevant or oblique appears side by side with the new and applicable, and many essays are dryly academic in style, tone and content. As one wag said of novelist Henry James, the problem is not that they bite off more than they can chew, but rather that they chew more than they can bite off.

The INSEAD-Wharton Alliance combines the insights of two leading global business schools to examine the forces that are driving firms to globalize, the consequences - positive and negative - that accompany increasing globalization, and their managerial and political implications. Written by experts in diverse management disciplines - including leadership, finance, marketing, and operations management - the book is an important contribution to contemporary business strategy. In contrast to strident and often heavily rhetorical debates, this volume focuses on the managerial strategies involved in globalizing businesses, including leadership, market entry and managing risks. The non-partisan treatment of the issues will be of interest to managers wrestling with the many challenges of globalizing, to policy makers interested in whether and how to either slow or to accelerate the process, and to those in non-governmental organizations concerned with understanding global business challenges.

"This book provides useful insights into the challenges of global businesses, including leadership and corporate governance, competitiveness in marketing and innovation, risk management and global citizenship. [The] thoughtful analysis will contribute to a better understanding and more constructive dialogue between global managers and the various stakeholders of today's global companies." Dr. Daniel Vasella, Chairman and CEO, Novartis International "a milestone on the unified academic treatment of global business." - getAbstract.com
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