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8 The threat of substitutes (products from different industries that satisfy customer needs being met by focal firms) is greater if there are low switching costs

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Professor Peng's market-leading textbooks, Global Strategy, Global Business, and GLOBAL, are studied in over 30 countries and have been translated into Chinese, Spanish, and Portuguese A European adaptation, International Business (with Klaus Meyer), has been successfully launched Professor Peng is active in leadership positions

Chapter 1 : Globalizing Business (pp. 3-0)

Chapter 1 : Globalizing Business (pp 3-0) Globalizing Business: Chapter Objectives LEARNING OBJECTIVES After studying this chapter, you should be able to: LO1 explain the concepts of international business and global business LO2 give three reasons why it ...

Mike W. Peng - RAMSDELL DESIGN

Mike W Peng is the Provost's D i s t i n g u i s h e d Professor of Global Business Strategy at the University of Texas at Dallas At UT Dallas, he founded the Center for Global Business, where he serves as the Executive Director He holds a bachelor's degree from Winona State University, Minnesota

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Events such as the global crisis and the G-20 summit can be challenging to under-stand, but Global Business provides a unifi ed framework, consisting of one big ques-tion and two core perspectives (see Figure 13 on page 9), that allows students to analyze such events more effectively1 In fact, in the middle of the economic crisis,

International Business Mike W. Peng (University of Texas ...

1 European and Global Business 2 Why Study International Business? 3 A Unified Framework 4 Understanding Globalization 5 A Glance at the Global Economy 6 Implications for Practice Chapter 2: Formal Institutions: Political, Economic and Legal Systems 1 An Institutions-based View of International Business international business Mike W Peng

GLOBAL STRATEGIC MANAGEMENT - HTW Berlin

GLOBAL STRATEGIC MANAGEMENT Second Edition Mike W Peng Provost's Distinguished Professor of Global Strategy University of Texas at Dallas Chair, Global Strategy Interest Group Strategic Management Society SOUTH-WESTERN CENGAGE Learning-Australia • Brazil • Japan • Korea • Mexico • Singapore • Spain • United Kingdom • United States

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FOUNDATIONS OF GLOBAL STRATEGY

Global Business Strategy (Quanqiu Qiye Zhanlue), to avoid potential confusion in the eyes of the political censors that this might be a book about "global military strategy" Such important but subtle local knowledge helped avoid misun-derstandings and troubles down the road, and helped a global company to successfully turn a page locally

CHAPTER 1 STRATEGIZING AROUND THE GLOBE CHAPTER ...

PART I FOUNDATIONS OF GLOBAL STRATEGY: Chapter 1 Strategizing Around the Globe CHAPTER 1 - STRATEGIZING AROUND THE GLOBE

CHAPTER OUTLINE 1 OPENING CASE: "The Global Strategy" of Global Strategy a Global Strategy—a text used by business schools in over 30 countries 1) Has generated two related books: Global Business and GLOBAL 2) Global Strategy—a ...

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GLOBAL STRATEGY: Test Bank/ Chapter Two

GLOBAL STRATEGY: Test Bank/ Chapter Two 1 CHAPTER 2 ± MANAGING INDUSTRY COMPETITION TEST BANK TRUE/FALSE QUESTIONS 1 Mass markets tend to be characterized by low profit margins

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