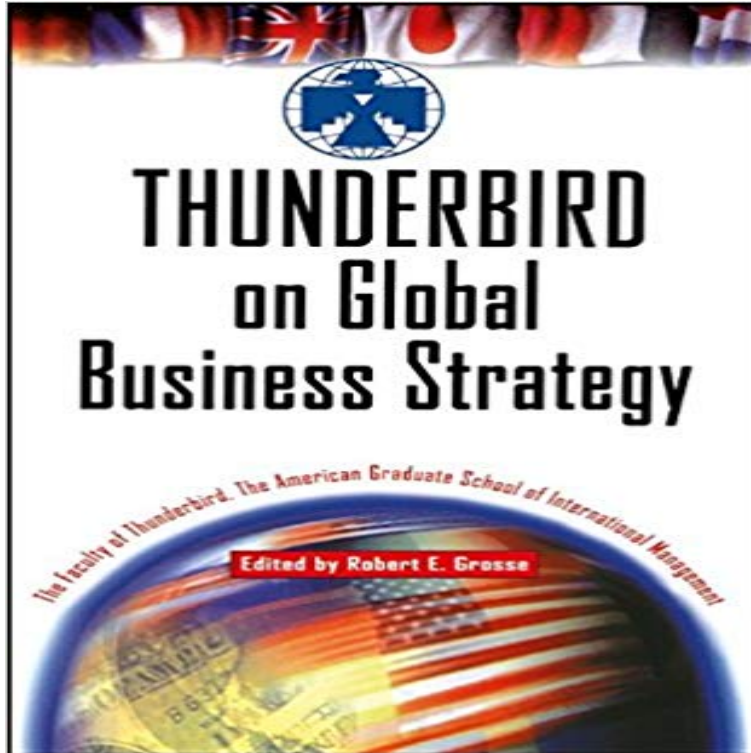


## Thunderbird on Global Business Strategy



THUNDERBIRD on Global Business Strategy No matter what line of business you are in, produce or biotech, apparel or semiconductors-you can be sure that right now an ambitious management team in some distant part of the globe is devising a strategy to undermine your position and steal away your hard-won customer base. Only a decade ago, that might have seemed like an idle threat. But when you consider the awesome power of the Internet to connect foreign competitors with suppliers and markets anywhere in the world with a keystroke not to mention the precipitous toppling of political barriers to free trade over the past decade it becomes clear that your companys competitive future now depends on your ability to think and act globally. For more than fifty years, Thunderbird, the American Graduate School of International Management, has been preparing students to take their places as international business leaders. The only business school in North America to focus exclusively on global business, Thunderbird has been ranked number one in graduate international management education by U.S. News & World Report every year since 1995. Now, Thunderbird on Global Business Strategy brings together the best thinking in the field from the experts at Thunderbird. Written by an all-star team of past and present Thunderbird faculty members, each a well-known expert in his or her area of specialization, the book not only alerts you to both the dangers and opportunities inherent in todays global business environment, but also arms you with the knowledge, skills, and tools you need to meet those challenges and seize those opportunities. Packed with case studies chronicling the experiences of management at top international companies worldwide, it fills you in on what you must know about managing global crises; forming and managing global alliances; cross-cultural

management; managing global supply chains; navigating various legal systems; exploiting international financial markets; the role of the Internet in global business; protecting intellectual property; and much more. Read Thunderbird on Global Business Strategy and find out what it takes to survive and thrive in today's hypercompetitive global business environment. With campuses in Glendale, Arizona, Archamps, France, and Tokyo, THUNDERBIRD, THE AMERICAN GRADUATE SCHOOL OF INTERNATIONAL MANAGEMENT, is North America's leading graduate school for global business. The first institution to offer an international management degree, it has been training international business leaders since 1946. All the Best Thinking from the Leading Lights in Global Strategy

In the twenty-first century, every business is a global business. That means that your competitive future depends on acquiring as complete a picture as possible of both the challenges posed by today's borderless business environment as well as the opportunities for increased profits it presents. Now this book gives it to you. Written by the world-renowned experts at Thunderbird, the American Graduate School of International Management, this is your one-stop guide to running a global business. Over the course of more than a dozen chapters, liberally illustrated with fascinating case studies, you'll be armed with the understanding and skills you need to:

- \* Form and manage global alliances
- \* Manage global business crises
- \* Manage a global supply chain
- \* Develop global IT strategies
- \* Exploit international financial markets
- \* Protect intellectual property

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