



## From Local Champions To Global Masters: A Strategic Perspective on Managing Internationalization (Hardback)

By Paul Verdin, Nick Van Heck

Palgrave MacMillan, United Kingdom, 2001. Hardback. Condition: New. 2001 ed.. Language: English . Brand New Book. Globalisation. What exactly does it mean for you? Drawing on their extensive experience of internationalisation and globalisation in practice, the authors focus on the obstacles faced by companies making the transition from local champions to global masters and provide a simple but structured framework to think about how it will affect your business. Examining the mistakes and successes of real companies the book links questions regarding if and how companies should internationalize, the opportunities, challenges and threats and the strategic framework and tools for thinking about internationalization.



**READ ONLINE**  
[ 9.28 MB ]

### Reviews

*These types of publication is the ideal ebook readily available. It can be loaded with wisdom and knowledge Its been developed in an extremely simple way and it is just following i finished reading through this publication in which actually altered me, affect the way i believe.*

-- **Ms. Lura Jenkins**

*Great eBook and useful one. We have go through and i also am certain that i am going to likely to read through yet again once more in the foreseeable future. Your lifestyle period will likely be transform once you comprehensive looking over this book.*

-- **Carter Haag**