



## **The INSEAD-Wharton Alliance on Globalizing: Strategies for Building Successful Global Businesses**

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# The INSEAD-Wharton Alliance on Globalizing: Strategies for Building Successful Global Businesses

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As the phenomenon of globalization continues to spark dynamic and controversial debates, managerial agendas around the world are being shaped. Businesses are pressed to respond to the challenges of globalizing competitors. They must enhance profits and generate returns for investors and do so by entering global markets, competing against international rivals, and finding opportunities in a continuously transforming world. Companies are expected to achieve these goals in an environmentally and socially responsible way. Extraordinary opportunities exist for those who can effectively answer the need to globalize, yet it is a complex enterprise with many associated risks. Renowned experts for the INSEAD-Wharton Alliance, Hubert Gatignon and John Kimberly, have collaborated to edit a non-partisan and comprehensive book that looks beyond the broad issues and focuses on the managers' response to the opportunities and challenges of larger, global markets. Relevant and timely as the outspoken debates about globalization continue, the contributors to this volume discuss crucial implications for managers, policy makers and non-governmental organizations.

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