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Globalization : the external pressures

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Abstrak

Much literature is available discussing the concept of globalization, but now it is time for some practical advice on what it actually means for an organization. Globalization: The internal dynamic and Globalzation: The External Pressures can be read independently or as a complement to the other. The aim of both books is to present an all-round dissection and a one-stop source of latest thinking on the topic of globalization. The focus is both on issues that arise within the internal workings of an organization and on the pressures that come to bear from outside. Globalization - The External Pressures brings together a picture of how organizations are responding on a macro scale in terms of their interfaces with an increasingly global environment. Topics covered in the book include: * The global economy (world trade flows, foreign and direct investment etc.) * The global labour market * The global information market (how globalization has been fuelled by the internet revolution) * The role of a corporate parent in a multinational business * The management of global partnerships and alliances * The pull towards globalization from the market and customers (including the problems of marketing products and services globally) * The centrifugal forces of global and local tension