



## Global Strategy

By Douglas Lamont

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Global Strategy, Douglas Lamont, This is the fast track route to mastering all aspects of global strategy. It covers all the fundamentals of successful global strategy, from market entry tactics to understanding local regulations, and from understanding country risk to finding sales and marketing opportunities. It includes examples and lessons from some of the world's most successful businesses, including Wal-Mart, Tesco and MSN, and ideas from the smartest strategy gurus. It also includes a glossary of key concepts and a comprehensive resources guide. "ExpressExec" is a unique business resource of one hundred books. These books present the best current thinking and span the entire range of contemporary business practice. Each book gives you the key concepts behind the subject and the techniques to implement the ideas effectively, together with lessons from benchmark companies and ideas from the world's smartest thinkers. "ExpressExec" is organised into ten core subject areas making it easy to find the information you need: Innovation; Enterprise; Strategy; Marketing; Finance; Operations and Technology; Organizations; Leading; People; and, Life and Work. "ExpressExec" is a perfect learning solution for people who need to master the latest business thinking and...



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