

International business strategy I

Dr G Schwartz

View Online



1

Hill, Charles W. L. International business: competing in the global marketplace. 8th ed. New York: : McGraw-Hill/Irwin 2011.

2

Levitt, T. The globalization of markets. Harvard business review 1992;**Vol. 61**.

3

Porter, M. Changing patterns of international competition. California management review 1958;**Vol. 28**.

4

Ghoshal, S. Global strategy: an organizing framework. Strategic management journal 1987;**Vol. 8**.

5

Lechner, Frank, Boli, John. The globalization reader. 2nd ed. Malden, Mass: : Blackwell Pub 2004.

6

Ghoshal, S. Global strategy: an organizing framework. Strategic management journal 1987;**Vol.8**.

7

Ghoshal, S. and Nohria, N. Horses for courses: organizational forms for multinational corporations. Sloan management review 1993.

8

Schutte, H. Strategy and organisation: challenges for european MNCs in asia. European management journal 1997;**Vol.15**.

9

Bartlett, C. and Ghoshal, S. Managing across borders: new organizational responses. Sloan management review 1987.

10

Buckley, P. and Casson, M. Analysing foreign market entry strategies: extending the internationalization approach. Journal of international business studies 1998;**Vol.29**.

11

Hill, C., Hwang, P. and Kim, C. An eclectic theory of the choice on international entry modes. Strategic management journal 1990;**Vol.11**.

12

Kim, C. and Hwang, P. Global strategy and multinationals' entry mode choice. Journal of international business studies 1992;**Vol.23**.

13

Mutinelli, M. and Piscitello, L. The entry mode choice of MNEs: an evolutionary approach. Research policy 1998;**Vol.27**.

14

Nair A. and Stafford E. Strategic alliances in china: negotiating the barriers. Long range planning 1998;**Vol.31**.

15

Amaral, J., Billington, C. and Tsay, A. Outsourcing production without losing control. Supply chain management review 2004;**Vol.8**.

16

Gershenhorn, A. The making of a successful global supply chain. World trade 2004;**Vol.17**.

17

Kogut, B. Designing global strategies: comparative and competitive value-added chains. Sloan management review 1985;**Vol.26**.

18

Lambert, D. The eight essential supply chain management processes. Supply chain management review 2004;**Vol.8**.

19

Ruchala, L. Managing and controlling specialized assets. Management accounting 1997;**Vol.79**.

20

Cavusgil, S. Pricing for global markets. Journal of world business : JWB 1997;**Vol.31**.

21

Yip, G. Patterns and determinants of global marketing. Journal of marketing management 1997;**Vol.13**.

22

Shanklin, W. and Griffith, D. Crafting strategies for global marketing in the new millennium. Business horizons 1996;**Vol.39**.

23

Sheth, J. From international to integrated marketing. Journal of business research 2001;**Vol.51**.

24

Domzal, T. and Unger, L. Emerging positioning strategies in global marketing. Journal of consumer marketing 1987;**Vol.4**.

25

Harvey, M., Timothy S., and Milorad, N. Staffing marketing positions during global hyper-competitiveness: a market-based perspective. The international journal of human resource management 2003;**Vol.14**.

26

Mitsuhide, S. Why can't Japanese multinationals utilize both international and local human resources in asean?: a comparative analysis. Journal of enterprising culture 2002;**Vol.10**.

27

Schuler, R., Budhwar, P., and Florkowski, G. International human resource management: review and critique. International journal of management reviews IJMR 2002;**Vol.4**.

28

Trompenaars, F. and Woolliams, P. A new framework for managing change across cultures. Journal of change management 2003;**Vol.3**.

29

Hout, T. How global companies win out. Harvard business review 2001;**September-October**

30

Kanter, R. Transforming giants. Harvard business review 2008;**January**.

31

Hamel, G. Collaborate with your competitors and win. Harvard business review 1989;
Jan-Feb.

32

Ohmae, K. The global logic of strategic alliances. Harvard business review 1989;**Jan-Feb**.

33

Lambert, D. & Knemeyer, A. We're in this together. Harvard business review 2004;**Vol. 82**.

34

Arnold, D. Seven rules of international distribution. Harvard business review 2000;**Nov-Dec**

35

Light D. Expatriate employees. Harvard business review 1997;**Vol. 75**.

36

Siegel, J. Introduction to global strategy. In: Harvard business school. 2006.

37

Deng, P. WFOEs: The most popular entry mode into China. Business horizon 2001; **July-August**.

38

Gao, T. The contingency framework of foreign entry mode decisions: locating and reinforcing the weakest link. The Multinational business review 2004; **Vol. 12**.