

International business strategy I

Dr G Schwartz

[View Online](#)



Amaral, J., Billington, C. and Tsay, A. 2004. 'Outsourcing Production without Losing Control'. Supply Chain Management Review Vol.8 (No.8).

Arnold, D. 2000. 'Seven Rules of International Distribution'. Harvard Business Review Nov-Dec.

Bartlett, C. and Ghoshal, S. 1987. 'Managing across Borders: New Organizational Responses'. Sloan Management Review.

Buckley, P. and Casson, M. 1998. 'Analysing Foreign Market Entry Strategies: Extending the Internationalization Approach'. Journal of International Business Studies Vol.29 (No.3).

Cavusgil, S. 1997. 'Pricing for Global Markets'. Journal of World Business : JWB Vol.31 (No.4).

Deng, P. 2001. 'WFOEs: The Most Popular Entry Mode into China'. Business Horizon July-August.

Domzal, T. and Unger, L. 1987. 'Emerging Positioning Strategies in Global Marketing'. Journal of Consumer Marketing Vol.4 (No.4).

Gao, T. 2004. 'The Contingency Framework of Foreign Entry Mode Decisions: Locating and Reinforcing the Weakest Link'. The Multinational Business Review Vol. 12 (No. 1).

Gershenhorn, A. 2004. 'The Making of a Successful Global Supply Chain'. World Trade Vol.17 (No.12).

Ghoshal, S. 1987a. 'Global Strategy: An Organizing Framework'. Strategic Management Journal Vol. 8 (No. 5).

———. 1987b. 'Global Strategy: An Organizing Framework'. Strategic Management Journal Vol.8 (No.5).

Ghoshal, S. and Nohria, N. 1993. 'Horses for Courses: Organizational Forms for Multinational Corporations'. Sloan Management Review.

Hamel, G. 1989. 'Collaborate with Your Competitors and Win'. Harvard Business Review Jan-Feb.

Harvey, M., Timothy S., and Milorad, N. 2003. 'Staffing Marketing Positions during Global

Hyper-Competitiveness: A Market-Based Perspective'. The International Journal of Human Resource Management Vol.14 (No.2).

Hill, C., Hwang, P. and Kim, C. 1990. 'An Eclectic Theory of the Choice on International Entry Modes'. Strategic Management Journal Vol.11 (No.2).

Hill, Charles W. L. 2011. International Business: Competing in the Global Marketplace. 8th ed. New York: McGraw-Hill/Irwin.

Hout, T. 2001. 'How Global Companies Win Out'. Harvard Business Review September-October.

Kanter, R. 2008. 'Transforming Giants'. Harvard Business Review January.

Kim, C. and Hwang, P. 1992. 'Global Strategy and Multinationals' Entry Mode Choice'. Journal of International Business Studies Vol.23 (No.1).

Kogut, B. 1985. 'Designing Global Strategies: Comparative and Competitive Value-Added Chains'. Sloan Management Review Vol.26 (No.4).

Lambert, D. 2004. 'The Eight Essential Supply Chain Management Processes'. Supply Chain Management Review Vol.8 (No.6).

Lambert, D. & Knemeyer, A. 2004. 'We're in This Together'. Harvard Business Review Vol. 82 (No. 12).

Lechner, Frank and Boli, John. 2004. The Globalization Reader. 2nd ed. Malden, Mass: Blackwell Pub.

Levitt, T. 1992. 'The Globalization of Markets'. Harvard Business Review Vol. 61 (Part 3).

Light D. 1997. 'Expatriate Employees'. Harvard Business Review Vol. 75 (No. 6).

Mitsuhide, S. 2002. 'Why Can't Japanese Multinationals Utilize Both International and Local Human Resources in ASEAN?: A Comparative Analysis'. Journal of Enterprising Culture Vol.10 (No.1).

Mutinelli, M. and Piscitello, L. 1998. 'The Entry Mode Choice of MNEs: An Evolutionary Approach'. Research Policy Vol.27 (No.5).

Nair A. and Stafford E. 1998. 'Strategic Alliances in China: Negotiating the Barriers'. Long Range Planning Vol.31 (No.1).

Ohmae, K. 1989. 'The Global Logic of Strategic Alliances'. Harvard Business Review Jan-Feb.

Porter, M. 1958. 'Changing Patterns of International Competition'. California Management Review Vol. 28 (No. 2).

Ruchala, L. 1997. 'Managing and Controlling Specialized Assets'. Management Accounting Vol.79 (No.4).

Schuler, R., Budhwar, P., and Florkowski, G. 2002. 'International Human Resource Management: Review and Critique'. International Journal of Management Reviews IJMR Vol.4 (No.1).

Schutte, H. 1997. 'Strategy and Organisation: Challenges for European MNCs in Asia'. European Management Journal Vol.15 (No.4).

Shanklin, W. and Griffith, D. 1996. 'Crafting Strategies for Global Marketing in the New Millennium'. Business Horizons Vol.39 (No.5).

Sheth, J. 2001. 'From International to Integrated Marketing'. Journal of Business Research Vol.51.

Siegel, J. 2006. 'Introduction to Global Strategy'. In Harvard Business School.

Trompenaars, F. and Woolliams, P. 2003. 'A New Framework for Managing Change across Cultures'. Journal of Change Management Vol.3 (No.4).

Yip, G. 1997. 'Patterns and Determinants of Global Marketing'. Journal of Marketing Management Vol.13.