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Global Strategic Management is the process of crafting a coherent, coordinated , integrated and unified strategy that sets the degree to which a firm globalizes its strategic behaviors in different countries through standardization of offerings, configuration and coordination of activities in different countries and integration of competitive

Global Strategic Management Global Strategic Management

Philippe Lasserre, Felipe Monteiro



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We define crafting a global strategy in terms of change how a company should change and adapt its core domestic business model to achieve a competitive advantage as it expands globally The conceptual framework behind this definition has three

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