

International Business Strategy By Alain Verbeke

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International Business Strategy By Alain

About the Author. Dr Alain Verbeke is a Professor of International Business Strategy and holds the McCaig Research Chair in Management at the Haskayne School of Business, University of Calgary. He was previously the Director of the MBA programme at Solvay Business School, University of Brussels (VUB).

International Business Strategy: Verbeke, Alain ...

International Business Strategy: Rethinking the Foundations of Global Corporate Success by Alain Verbeke is by far the best book I have read on international strategy. I teach senior level undergraduate courses in international strategic management and have used this book as required reading for the past three years.

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Dr. Arjen Slangen - Associate Professor of International Business, Rotterdam School of Management, The Netherlands From the previous edition:'Alain Verbeke draws on his unmatched knowledge of international business research and provides a fresh and insightful, integrated perspective for rethinking the foundations of international strategy.

International Business Strategy by Alain Verbeke

With unique commentary on 48 seminal articles published in the Harvard Business Review, the Sloan Management Review and the California Management Review over the past three decades, Ve Verbeke provides a new perspective on international business strategy by combining analytical rigour and true managerial insight on the functioning of large multinational enterprises (MNEs).

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The book that is used in this course is called International Business Strategy, written by Alain Verbeke (2nd edition). This summary also contains the summary of two additional papers: the paper by Benito and the paper by Grant.

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According to the authors, a general belief persists in many industries that increasing internationalization, in the sense of growing interdependence of markets in the world economy, will ultimately lead to industry consolidations whereby only a few large firms, commanding impressive scale economies, will survive.

Entry mode dynamics 3: mergers and acquisitions (Chapter ...

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