



# The INSEAD–Wharton Alliance on Globalizing

Strategies for Building Successful  
Global Businesses

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The INSEAD–Wharton Alliance combines the insights of two leading global business schools to examine the forces that are driving firms to globalize, the consequences – positive and negative – that accompany increasing globalization, and their managerial and political implications. Written by experts in diverse management disciplines – including leadership, finance, marketing, and operations management – the book is an important contribution to contemporary business strategy. In contrast to strident and often heavily rhetorical debates, this volume focuses on the managerial strategies involved in globalizing businesses, including leadership, market entry, and managing risks. The non-partisan treatment of the issues will be of interest to managers wrestling with the many challenges of globalizing, to policy makers interested in whether and how either to slow or to accelerate the process, and to those in non-governmental organizations concerned with understanding global business challenges.