

The End Of Globalization - Alan Rugman

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Professor Alan Rugman is one of the world's leading academics in the field of international business and strategy. In *The End of Globalization* he argues that we are currently witnessing the end of globalization and draws on new research and analysis to argue that globalization never really happened anyway. Like Bartlett and Ghoshal's *Managing Across Borders*, this book is aimed at the market of practitioners and policy-makers, (not academics and theoreticians) showing them what the current state of the global economy means for them. Global business is dominated by the 500 largest multinational enterprises (MNEs) out of a total of 30,000 MNEs altogether. The 500 MNEs that are the engines of international business 'think regional and act local'. Using analysis drawn from world-leading companies, Professor Rugman looks in detail at the managerial implications of the end of globalization, including in-depth discussion of corporate strategies, organizational structures, and analytical methods. Author: Rugman, Alan Publisher: Cornerstone Digital Illustration: N Language: ENG Title: The End Of Globalization Pages: 00256 (Encrypted EPUB) On Sale: 2012-09-30 SKU-13/ISBN: 9780712684958 Category: Business & Economics : General Category: Political Science : Globalization

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