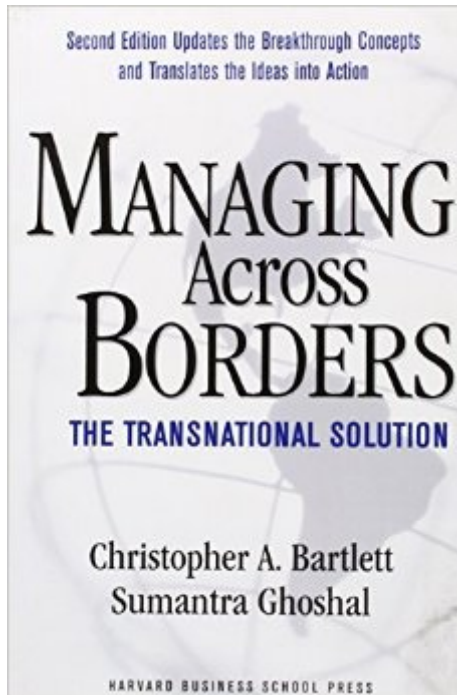


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# Managing Across Borders: The Transnational Solution



## Synopsis

Widely acclaimed for its perceptive insights into the management of companies operating in an international environment, "Managing Across Borders" has established itself as a landmark book. Bartlett and Ghoshal describe the emergence of a revolutionary corporate form - the transnational - and reveal how the nature of the global competitive game has fundamentally changed. "Highly readable! Valuable lessons for companies in a wide range of industries and sizes-indeed, almost any organization operating several different businesses across borders." - "The Financial Times". "A fascinating book! The conclusions certainly break away from the perceived wisdom about the factors needed for success in global markets." - "Management Today". ""Managing Across Borders" makes clear that success in global strategy is as much a function of the ability to organize and manage as it is the ability to create a sound strategy. Bartlett and Ghoshal make an important and highly practical contribution in a book that represents the leading edge of thinking on this important subject." - Michael E.Porter, Bishop William Lawrence University Professor, Harvard Business School, and author of "Competitive Strategy".

## Book Information

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## Customer Reviews

This seminal book has been a part of my professional library for almost a decade, now. I am an Associate Professor in International Business and teach the subjects covered in this book. From this book a number of concepts have grown which continues to dominate the discussion of global management. Let me just mention a few: administrative heritage, which is the idea, that the

organisational structure of multidomestic enterprises reflects the historical period they were established in - especially with respect to the regime of coordination and communication. For instance, whereas the typical American firm entering Europe after 2ww would follow a strategy of tight operational control (given the business circumstances of this firm) Phillips, a multinational from the 19th century would display a strategy of much more delegation and subsidiary autonomy. Another concept is that of transnational companies - firms which simultaneously seek to adjust to local circumstances and enjoy the benefits of global integration. This idea remains a hot issue in global management even today - more than a decade after this book was published.

An excellent book to learn about international managing

An amazing book detailing the differences between global, international, and multinational companies while providing a new innovative way to approach business, the transnational way. Great for students and professionals alike.

Now in an updated second edition, *Managing Across Borders: The Transnational Solution* by Christopher Bartlett (Daewoo Professor of Business Administration, Harvard Business School) and Sumantra Ghoshal (Professor of Strategic and International Management, The London Business School) is an informative introduction to the "transnational corporation", the new corporate phenomena of the interconnected global and digital age, which stretches its competition worldwide and fundamentally rewrites the nature of doing business. A fascinating, appreciative book that looks forward into the future, *Managing Across Borders* is highly recommended reading for anyone seeking to understand and capitalize on what the 21st century business community is evolving for purposes of international trade in a truly global and increasingly "borderless" age!

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