

This is "References", appendix 3 from the book Global Strategy (index.html) (v. 1.0).

This book is licensed under a <u>Creative Commons by-nc-sa 3.0 (http://creativecommons.org/licenses/by-nc-sa/3.0/)</u> license. See the license for more details, but that basically means you can share this book as long as you credit the author (but see below), don't make money from it, and do make it available to everyone else under the same terms.

This content was accessible as of December 29, 2012, and it was downloaded then by <u>Andy Schmitz</u> (<a href="http://lardbucket.org">http://lardbucket.org</a>) in an effort to preserve the availability of this book.

Normally, the author and publisher would be credited here. However, the publisher has asked for the customary Creative Commons attribution to the original publisher, authors, title, and book URI to be removed. Additionally, per the publisher's request, their name has been removed in some passages. More information is available on this project's attribution page (http://2012books.lardbucket.org/attribution.html?utm\_source=header).

For more information on the source of this book, or why it is available for free, please see <u>the project's home page</u> (<a href="http://2012books.lardbucket.org/">http://2012books.lardbucket.org/</a>). You can browse or download additional books there.

## Chapter 13

## References

Aboy, M. (2009). The organization of modern MNEs is more complicated than the old models of Global, Multidomestic, and Transnational. Working Paper Series: *International Business Strategy–Social Science Research Network*, 1–5.

Aris, A. (2006, December 18). Special report: Capturing the global halal food market. <a href="http://www.theedgemalaysia.com/">http://www.theedgemalaysia.com/</a>

Arnold, D. (2004). *The mirage of global markets*. FT Prentice Hall, Pearson Education, Upper Saddle River, New Jersey.

Arnold, D. (2007). "Think global, act local": A modularization of marketing and marketing organizations. *Globe Management Review*, 1 1), 5.

Bartlett, C. A., & Ghoshal, S. (2000). Going global. *Harvard Business Review*, 78 2), 132–142.

Bartlett, C. A., & Ghoshal, S. (1992). What is a global manager? *Harvard Business Review*, 70 5), 124–132.

Bartlett, C. A., & Ghoshal, S. (1989). Managing across borders. Boston, MA: Harvard Business School Press.

Bartlett, C. A., & Ghoshal, S. (1988). Organizing for worldwide effectiveness: The transnational solution. *California Management Review*, 31 1), 54–72

Bartlett, C. A., & Ghoshal, S. (1987a). Managing across borders: New organizational responses. *International Executive*, 29 3), 10–13.

Bartlett, C. A., & Ghoshal, S. (1987b). Managing across borders: New strategic requirements. *Sloan Management Review*, 28 4), 7–17

Behrendt, S., & Khanna, P. (2004). Risky business: Geopolitics and the global corporation. *Strategy & Business*, 32 2).

Bhagwati, J. (2004). "Protectionism." In David R. Henderson (Ed.), Concise encyclopedia of economics. <a href="http://www.econlib.org/library/Enc/">http://www.econlib.org/library/Enc/</a> Protectionism.html

Bliss, C., Muelleer, C., Pfitzmann, M., & Shorter, D. (2007). *Make manufacturing and supply chain a winning pair*. McLean, VA: Booz Allen & Hamilton.

Brand managers' high-wire act: Going global and staying local. (2007, Oct. 31). <a href="http://knowledge.wharton.upenn.edu/">http://knowledge.wharton.upenn.edu/</a>

Buss, D. (2009). Creating the perfect fit: New car seat design. Trying to please all of the people, all of the time. Retrieved from <a href="http://www.edmunds.com/car-buying/creating-the-perfect-fit-new-car-seat-design.html">http://www.edmunds.com/car-buying/creating-the-perfect-fit-new-car-seat-design.html</a>

Capell, K., Kamenev, M., & Saminather, N. (2006, September 4). Fashion conquistador; Zara's quick turnover lures shoppers, but global expansion could be a strain. *BusinessWeek*, 38.

Chai, W. (2008, October 27). Dell puts on a new game face in Asian market: Its design philosophy now emphasizes form as opposed to functional and low-cost attributes in the past. *Business Times Singapore*, 4.

Chow, N. (2006, April 28). India's Tata AutoComp making inroads to China. *Plastic News*, p. 17.

Citibank's co-operative strategy in China: The Renminbi debit card. (2009). Case 09/412C, Poon Kam Kai Series. Asia Case Research Center, University of Hong Kong.

Cools, K., & Roos, A. (2005). *The role of alliances in corporate strategy*. Boston, MA: The Boston Consulting Group.

Daly, H. (2007). Ecological economics and sustainable development: Selected essays of Herman Daly. Northampton, MA: Edward Elgar.

de Kluyver, C. A., & Pearce, J. A., II. (2009) *Strategy: A view from the top* (3rd ed.). Upper Saddle River, NJ: Prentice Hall.

Dickerson, M. (2007, June 9). Latin America attracting investors from India: Similarities in consumer bases help make the region a natural market. *Los Angeles Times*.

Douglas, S., Craig, C. S., & Nijssen, E. J. (2001). Executive insights: Integrating branding strategy across markets. Building international brand architecture. *Journal of International Marketing*, 9 2), 97–11.

Eppinger, S. D., & Chitkara, A. R. (2006). The new practice of global product development. *MIT Sloan Management Review*, 47 4), 22–30.

Farrell, D. (2004, December 2). Beyond offshoring: Assess your company's global potential. *Harvard Business Review*. 82–90.

Friedman, M., & Friedman, R. (1980), Free to choose: A personal statement, Hartcourt Books, Chicago.

Friedman, T. L. (2007). The world is flat: A brief history of the twenty-first century. New York, NY: Farrar, Strauss and Giroux.

GE Money to form a joint venture with Colombia's Banco Colpatria. (2007, February 28). *Business Wire*.

Ghemawat, P. (2007a). Why the world isn't flat. Foreign Policy, 159, 54–60.

Ghemawat, P. (2007b). Redefining global strategy: Crossing borders in a world where differences still matter. Harvard Business School Press, Boston.

Ghemawat, P. (2001). Distance still matters: The hard reality of global expansion. *Harvard Business Review*, 79 8), 137–147.

Gupta, A. K., Govindarajan, V., & Wang, H. (2008). *The quest for global dominance* (2nd ed.). San Francisco, CA: Jossey-Bass.

Haddock, R., & Jullens, J. (2009). The best years of the auto industry are still to come: Even as they struggle through the economic meltdown, vehicle makers can look ahead to a high-growth, flexible, global future. <a href="http://www.strategy-business.com/media/file/sb55\_09204.pdf">http://www.strategy-business.com/media/file/sb55\_09204.pdf</a>

Hamel, G., & Prahalad, C. K. (1985, July–August). Do you really have a global strategy? *Harvard Business Review*, pp. 139–148.

Harbison, John R. (1993). A practical guide to alliances: Leapfrogging the learning curve. Los Angeles, CA: Booz Allen & Hamilton.

Holt, D. B., Quelch, J. A., & Taylor, E. L. (2004, September). How global brands compete. *Harvard Business Review*, pp. 69–75.

Huggett, P. (2002, April 4). When global strategy goes wrong. *The Asian Wall Street Journal*.

Interbrand. (2009). The definitive guide to the world's most valuable brands. http://www.interbrand.com/images/studies/-1\_BGB2009\_Magazine\_Final.pdf

Jana, R. (2009, March 31). P&G's trickle-up success: Sweet as honey. Retrieved from <a href="http://www.businessweek.com/">http://www.businessweek.com/</a>

Jargon, J. (2008, May 1). Kraft reformulates Oreo, scores in China. Retrieved from <a href="http://www.wallstreetjournal.com/">http://www.wallstreetjournal.com/</a>

Khanna, T., Palepu, K. G., & Sinha, J. (2005). Strategies that fit emerging markets. *Harvard Business Review*, 83 6), 63–76.

Kirkpatrick, D. (2007, July 17). How Microsoft conquered China, <a href="http://money.cnn.com/magazines/fortune">http://money.cnn.com/magazines/fortune</a>

KPMG Peat Marwick (2009). *Global location strategy for automotive suppliers*. <a href="http://www.kpmg.com/Global/en/IssuesAndInsights/ArticlesPublications/Pages/default.aspx">http://www.kpmg.com/Global/en/IssuesAndInsights/ArticlesPublications/Pages/default.aspx</a>

Krugman, P. R. (1987). Is free trade passe? *Journal of Economic Perspectives*, 1 2), 131–144. Retrieved from http://www.jstor.org/pss/1942985

Krugman, P. R. (1993). *Geography and trade*. Cambridge, MA: MIT Press.

Lambert, D. M., & Cooper, M. C. (2000, January). Issues in supply chain management. *Industrial Marketing Management*, 29 1), 65–83.

Lambert, D. M., Guinipero, L. C., & Ridenhower G. J. (1998). Supply chain management: A key to achieving business excellence in the 21st century. Unpublished manuscript, referred to by D. M. Lambert, J. R. Stock, & L. M. Ellram (Eds.), Fundamentals of logistics management. Burr Ridge, IL: Irwin/McGraw-Hill.

Lee, H. L. (2004, October). The triple-A supply chain. *Harvard Business Review*, 102–112.

Levitt, T. (1983, May–June). The globalization of markets. *Harvard Business Review*.

Lindquist, D. (2002, November 1). From cement to services: Cemex's Lorenzo Zambrano revolutionized the low-tech cement business by investing in technology. Now companies want to buy that expertise. *Entrepeneur*. Chief Executive (U.S.). Retrieved from <a href="http://www.entrepreneur.com/tradejournals/pub/4070.html/">http://www.entrepreneur.com/tradejournals/pub/4070.html/</a>

Martin, R. (2007). The opposable mind: How successful leaders win through integrative thinking. Boston, MA: Harvard Business School Press.

Moore, K., & Rugman, A. (2005). Globalization is about regionalization. *McGill International Review*, 6 (1) 37–45

Moore, K., & Rugman, A. (2005, Summer). The myth of global business. *European Business Forum.*, <a href="http://www.europeanbusinessforum.com">http://www.europeanbusinessforum.com</a>

Morrison, C. (2009, August 10). How to innovate like Apple. Retrieved from <a href="http://www.BNET.com/">http://www.BNET.com/</a>

Muccha, T., & Scheffler, M. (2007, April 30), Outsurcing, Inc. Retrieved from <a href="http://www.chicagobusiness.com/">http://www.chicagobusiness.com/</a>

Myers, M. B., & Cheung, M.-S. (2008, July). Sharing global supply chain knowledge. *Sloan Management Review*, 49 4), 67–73.

Ohmae, K. (2006). Growing in a global garden. Leadership Excellence, 23 9), 14–15.

Oster, S. M. (1994). *Modern competitive analysis* (2nd ed.). Oxford, UK: Oxford University Press.

Palmeri, C., & Balfour, F. (2009, September 7). Starwood is blanketing China. *BusinessWeek*, p. 56.

Paul, H. (2000, March/April). Creating a mindset. *Thunderbird International Business Review*, 42 2), 187–200.

Porter, M. (1990). The competitive advantage of nations. New York, NY: The Free Press.

Power, C. (2009, June 1). Buying Muslim. Time. <a href="http://www.time.com/">http://www.time.com/</a>

Prahalad, C. K., & Lieberthal, K. (1998). The end of corporate imperialism. *Harvard Business Review*. 109–117.

Prahalad, C. K., & Hamel, G. (1990, May/June). The core competence of the corporation. *Harvard Business Review*, pp. 79–93.

Quelch, J. A. (2003, August). The return of the global brand. *Harvard Business Review*, pp. 22–23.

Rayborn, C. A., Butler, J. B., & Massoud, M. F. (2009). Outsourcing support functions: Identifying and managing the good, bad, and ugly. *Business Horizons*, *52*, 347–356.

Roberts, P. C. (2005, July 26). U.S. falling behind across the board. *VDARE.com*. Retrieved from <a href="http://www.vdare.com/roberts/050726">http://www.vdare.com/roberts/050726</a> behind.htm

Santos, J., Doz, Y., & Williamson, P. (2004, Summer). Is your innovation process global? *MIT Sloan Management Review*, 45 4), 31.

Schroiff, H.-W., & Arnold, D. (2004). Strategies for managing brand and product in international markets. In J. Quelch & R. Deshpande (Eds.), *The Global Market*. San Francisco, CA: Jossey-Bass.

Sheffi, Y. (2005, October). Building a resilient supply chain. *Harvard Business Review Supply Chain Strategy*, 15), 1–4.

Silverstein, B. (2008, November 24). Older and wiser: How brands stand the test of time. http://www.brandchannel.com/features\_effect.asp?pf\_id=421

Sirkin, H. L., Hemerling, J. W., & Bhattacharya, A. K. (2008). *Globality: Competing with everyone from everywhere for everything.* New York, NY: Business Plus.

Special report on outsourcing. (2006, January). *BusinessWeek*. Retrieved from <a href="http://www.businessweek.com/magazine/toc/06\_05/B39690605outsourcing.htm/">http://www.businessweek.com/magazine/toc/06\_05/B39690605outsourcing.htm/</a>

Somjen, A., Davila, A., Foster, G., & Putt, C. (2006). Starbucks: A global work-in-process. Case IB-74. Stanford Graduate School of Business, Stanford University. Retrieved from <a href="https://gsbapps.stanford.edu/cases/">https://gsbapps.stanford.edu/cases/</a> detail1.asp?Document ID=3032/

Steinert-Threlkeld, T. (2006, January). Nestlé pieces together its global supply chain. *Baseline*. Retrieved from http://www.baselinemag.com/

Sturgeon, T., Van Biesebroeck, J., Gereffi, G. (2009). Value chains, networks, and clusters: Reframing the global automotive industry. *Journal of Economic Geography 8* 3) 297-321

Tellis, G. J., Golder, P. N., & Christensen, C. M. (2001) *Will and vision: How latecomers grow to dominate markets*. Princeton, NJ: McGraw-Hill.

Treacy, M., & Wiersema, F. (1993). Customer intimacy and other value disciplines. *Harvard Business Review*, 71 1) 84–93.

Yip, G. S. (1997). Patterns and determinants of global marketing. *Journal of Marketing Management*, 13 1–3), 153–164.

Yip, G. S. (1994). Industry drivers of global strategy and organization. *International Executive*, 36 5), 529–556.

Yip, G. S. (1992). *Total global strategy: Managing for worldwide competitive advantage*. Upper Saddle River, NJ: Prentice Hall.

Yip, G. S. (1991a). A performance comparison of continental and national businesses in Europe. *International Marketing Review*, 8 2), 31–43

Yip, G. S. (1991b). Strategies in global industries: How U.S. businesses compete. *Journal of International Business Studies*, 22 4), 749–753.

Yip, G. S. (1989). Global strategy a world of nations? *Sloan Management Review*, 31 1), 29-41.

Yip, G. S. (1982a). Diversification entry: Internal development versus acquisition. *Strategic Management Journal*, 3 4), 331–345.

Yip, G. S. (1982b). Gateways to entry. Harvard Business Review, 60 5), 85–92.

Yip, G. S. (1981). *Market selection and direction:* Role of product portfolio planning. Boston, MA: Harvard Business School.

Yip, G. S., & Madsen, T. L. (1996). Global strategy as a factor in Japanese success. *International Executive*, 38 1), 145–167.

Yip, G. S., & T. L. Madsen, (1996). Global account management: The new frontier in relationship marketing. *International Marketing Review*, 13 3), 24–33.

Yoffie, D. B. (Ed.). (1993). Beyond free trade: Firms, governments, and global competition. Boston, MA: Harvard Business School Press.