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Transnational Management - Christopher A. Bartlett, Paul W ...

Transnational Management provides an integrated conceptual framework to guide students and instructors through the challenges facing today's multinational enterprises. Through text narrative and cases, the authors skilfully examine the development of strategy, organizational capabilities, and management roles and responsibilities for operating in the global economy.

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For the purpose of this introduction, let's just recognize that the “transnational” qualifier indicates that our focus will be on the management challenges that face companies whose operations extend across national boundaries.

Introduction: So What Is Transnational Management ...

Transnational Management focuses on management's challenge associated with developing strategies, designing organizations and managing operations of companies whose activities stretch across national boundaries. Bartlett, Ghoshal and Birkinshaw make a distinction between "Transnational Management" and International or Multinational Management.

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A transnational strategy is simply a plan of action whereby a business decides to conduct its activities across international borders. This strategy is invested in overseas operations and assets, connecting them to every nation in which the company operates. This strategy presents the centralization benefits that are given by a global strategy.

What is Transnational Strategy in International Business ...

The text focuses on management's challenge associated with developing strategies, designing organizations and managing operations of companies whose activities stretch across national boundaries. Bartlett and Ghoshal make a distinction between "Transnational Management" and International or Multinational Management.

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