



## Global Organizations

By Richard Pettinger

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Global Organizations, Richard Pettinger, This book offers a fast track route to understanding the organizational, economic and managerial pressures and constraints in managing global activities. It covers the key areas of strategic, marketing and financial priorities and demands and the need for corporate social, cultural and operational awareness and responsibility. It contains examples and lessons from some of the world's most successful businesses, including ABB, Nissan and Mattel Inc, and ideas from the world's smartest thinkers, including Gary Hamel, Peter Drucker, Naomi Klein, Sumantra Ghoshal and Chris Bartlett. It also includes a glossary of key concepts and a comprehensive resources guide.



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