



The Quest for Global Dominance: Transforming Global Presence into Global Competitive Advantage

Vijay Govindarajan, Anil K. Gupta

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The current transformation of isolated state-dominated economies into market-driven globally integrated economies is creating business challenges and opportunities around the globe. Over the last ten years, these authors have studied over one hundred global corporations through a variety of research methods and here distill their findings into four essential goals that executives must achieve in order to transform a company into a global success: Identify and pursue opportunities in key markets. Convert global presence into global competitive advantage. Cultivate a global mindset in order to recognize and exploit good ideas wherever they arise. And constantly reinvent the global game by creating value for customers. Case studies involving Yahoo!, Wal-Mart, and other global players show how the authors' findings can be applied in real-world situations.

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