



Strategy for the Global Market: Theory and Practical Applications

Vladimir Kvint

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In the twenty-first century, the global community constantly strives to bring structure and order to the world through strategic means. From the highest levels of governments and militaries to multilateral institutions, NGOs, and corporations, a strategy for the future of a company, region, country, or even the world is tantamount to success. Yet few understand what strategy actually is and how it can be developed, planned, and implemented.

Strategy for the Global Market combines a fundamental study of the theory of strategy with its practical applications to provide a new approach to the global emerging market. Due to the technological transformations in communications and transportation, and the birth and development of both the global community and the global marketplace over the past twenty years, the world's population and corporations are in much closer contact with their counterparts across the globe than ever before. This has led to increasing competition and even rivalries. Understanding the strategic environment, as well as solving problems either through amicable means or conflict, requires the powerful instrument of strategy to remain efficient and to triumph.?

Features of this book include:

- Methodology and practical recommendations for all stages of developing and implementing strategy.
- A comprehensive guide with explanations and descriptions, for the preparation and orderly compilation of all necessary strategy documents.
- Real-world examples taken from corporate, government, and military strategizing practices in emerging market countries and the global marketplace.

This book should be on the desk of every national, regional, and military leader, corporate executive, manager, and student of strategy.

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