Amela Fili

MI 360

Oct. 2 Bonus Essay

The MBO technique is flawed because of the way managers can apply it. Overall, the MBO technique means “Management by Objectives” which further translates into get the job done. Although its emphasis is on the goal, there are alternate ways to incorporate techniques for all employees to complete their goals. No employee is the same, and I would place a balanced emphasis on ends and means by monitoring the completion of goals, but not monitoring how one completes it. The four global strategies are Global standardization strategy, transnational strategy, international strategy, localization strategy. International strategy works best with big companies, such as McDonalds being sold in America and internationally. Localization strategy works with companies that sell different types of products, such as Kellogg’s. Kellogg’s sells different types of products internationally and domestically. Global standardization strategy works best with companies that require cheap labor. An example could be H&M clothing is made cheaply outside of the U.S., but sold to the middle-class. In the U.S. Transnational strategy, companies such as Coca Cola.