Developing Strategies for International Business: The WRAP Process [Hardcover.

By Gillon, J. Angus

Palgrave Macmillan, UK, 2004. Hardcover. Book Condition: New. Dust Jacket Condition: New. First Edition. Available Now. Book Description: The world is large, the possibilities for corporate development are almost endless, and sound information about these possibilities is often in short supply. Under these circumstances, it is often unclear how corporate resources can be deployed to greatest effect. Developing Strategies for International Business provides insight into identifying and managing the complex challenges and opportunities that arise in global markets. The book offers a method of organising these complexities into a framework for global strategic development through balancing internal capabilities and external information to determine a rational programme for productive investment in worldwide markets. : Review: 'This should be recommended reading for all professionals involved in international business.' - Stanley J. Paliwoda, Professor of Marketing, University of Strathclyde, UK: 'Written by practitioners, it offers many comments of interest and guidelines for an entire strategy development process.' - Andrew Miskin, Spectra Journal of Management Consultant's Association : About the Author: J. ANGUS GILLON, originator of the WRAP process, is a professional management consultant whose career has spanned an entire generation. During this time he has addressed critical management and strategic issues with major...

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