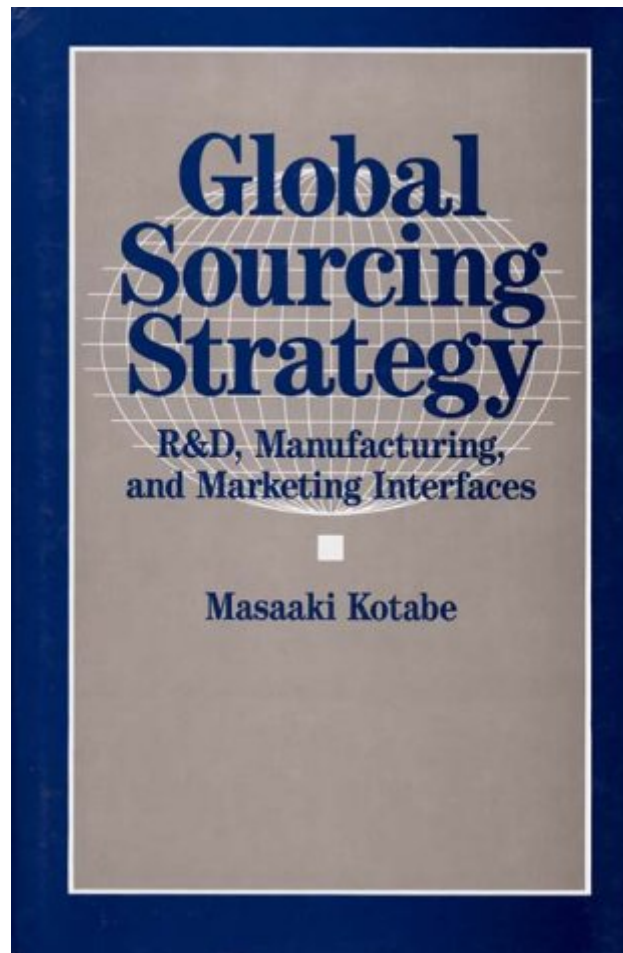


Global Sourcing Strategy: R&D, Manufacturing, and Marketing Interfaces PDF



 **Download**

 **Read Online**

Global Sourcing Strategy: R&D, Manufacturing, and Marketing Interfaces by Masaaki Kotabe ISBN 0899306675

This unique book explores the complex issue of how successful multinational firms manage interfaces of R&D, manufacturing, and marketing on a global basis, emphasizing the linkages among them in the value chain. The author calls this interface issue global sourcing. The major objective of the book is to investigate the market performance of various global sourcing strategies employed by multinational firms. In particular, successful Japanese cases are scrutinized to better understand the nature of global competition being shaped by Japanese firms. Based on his extensive theoretical and empirical research, the author provides practical and normative guidelines for managing new product design and development, manufacturing, and marketing around the world. These include proactive product standardization, emphasis on both product and manufacturing process innovations, integrated procurement of major components, and marketing

on a global basis.

The book is divided into two parts. Part I investigates European and Japanese multinational firms' sourcing strategies and related management issues that facilitate development of their sourcing strategies. Part II examines whether practical and normative implications gleaned from the experiences of European and Japanese firms equally apply to successful U.S. multinational firms. Although the European and Japanese data and the U.S. data are not directly comparable, similar findings warrant generalizability of the performance implications of various sourcing strategies. Finally, based on research findings, the author offers long-term implications for emerging issues, including the role of product design as a competitive weapon and emerging strategic alliances for new product development on a global basis.

Global Sourcing Strategy: R&D, Manufacturing, and Marketing Interfaces Review

This Global Sourcing Strategy: R&D, Manufacturing, and Marketing Interfaces book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of Global Sourcing Strategy: R&D, Manufacturing, and Marketing Interfaces without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry Global Sourcing Strategy: R&D, Manufacturing, and Marketing Interfaces can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This Global Sourcing Strategy: R&D, Manufacturing, and Marketing Interfaces having great arrangement in word and layout, so you will not really feel uninterested in reading.