

International business strategy



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(Marquis Gusikowski)

INTERNATIONAL BUSINESS STRATEGY



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Converging (fine tuning): this type of change involves trying to enhance the status of a situation; it is mainly done at departmental level and involves reorganization in order to ensure that the resources available and an introduced process fit each other (Lawler, 2004). Converging (increment adaptation): The changes done are small; they aim at adjusting the organization to small changes in a business environment (Lawler, 2004). The changes are done in bits and the process is therefore slow. Discontinuous/ frame-breaking: the changes are major and heavy in that they take time to plan and for full implementation to be realized, they take over 18-24 months. Examples of frame-breaking changes include changes in power shift, workflow procedures, and a complete reorganization of a firm. The changes are either modular or corporate transformations (French & Bell, 2008). They are the major changes; modular transformation involves reorganizing several departments, or downsizing. Corporate transformation is also major and affects every department in the organization (French & Bell, 2008). 20 pp. Englisch.



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