

Douglas

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# Winning Worldwide

Strategies

for Dominating

Global Markets

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# Executive Summary

Successful business executives must pay attention to the boom in foreign direct investments by US, Canadian, European, Japanese, and other firms from East Asia. Today, you can build your business by taking advantage of new market opportunities in Latin America, eastern Europe, South Asia, and even in sub-Saharan Africa. Most places in the world are worth your managerial time.

Here's your *Winning Worldwide* strategy for the rest of the 1990s:

- Do risk assessments of big emerging markets worldwide
- Match crucial markets with key products
- Gather as much information as possible
- Make financial and marketing commitments
- Integrate foreign business into the corporation

Since others have gone overseas before, follow in their footsteps. Some business firms made "greenfield" investments, others acquired competitors, and a few formed strategic alliances with customers. Their success came from using the 10 international business decisions to make better trade and investment decisions. The *Winning Worldwide* methodology has helped international executives do a better job in "thinking globally, but acting locally."

Wisdom demands positioning your global strategy for the year 2000. Attend to this and you too will win worldwide.