



Entry and Cooperative Strategies in International Business Expansion

By Yadong Luo

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Globalization provides firms with tremendous opportunities as well as daunting challenges. International expansion has become a pervasive and prominent strategic response to global economic dynamics for a large number of companies. The success of such expansion depends on several of entry and cooperative strategies. Dr. Luo provides conceptual backgrounds, analytical frameworks, managerial insights, and business guidance for a firm's international expansion efforts. He illustrates how (entry mode), when (timing), where (location), and what (industry). He elaborates on cooperative strategies such as partner selection, joint venture negotiation, control, cooperation, and termination.

The book is written for international executives who are actively pursuing international market opportunities. It argues that managers need to formulate appropriate expansion strategies to achieve a sustainable and successful presence in the global marketplace. The book is also valuable for students and scholars of international business, global management, and strategic management.

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Entry and Cooperative Strategies in International Business Expansion By Yadong Luo Bibliography

- Sales Rank: #6883603 in Books
- Published on: 1999-07-30
- Original language: English
- Number of items: 1
- Dimensions: 9.21" h x .75" w x 6.14" l, 1.51 pounds
- Binding: Hardcover
- 328 pages

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Editorial Review

About the Author

YADONG LUO is Associate Professor of International Business and Strategies at the University of Miami. He has published more than 60 journal articles in international business. Before coming to the United States, Dr. Luo taught at leading universities in China and served as a provincial official in charge of international business in China for six years.

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